

*The
National*

Volume I

APRIL 1960

Number 4

Wool Grower

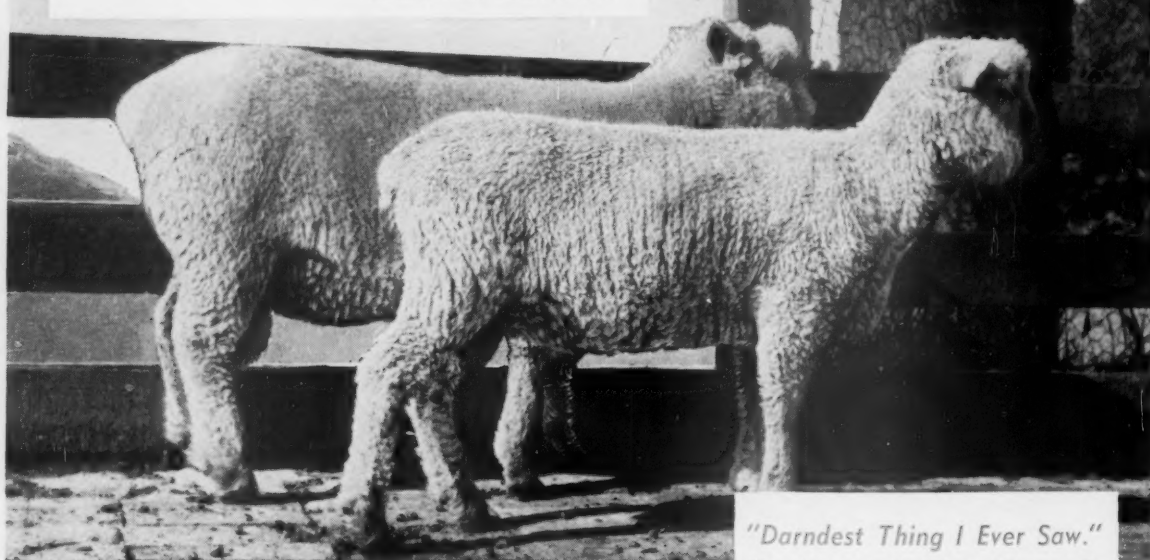


Runt Lamb Takes The Blue Ribbon - - Thanks To 'PERMACO'!

Smallest Lambs Catch Up and Win!

"After bulleting with 'PERMACO' last Spring, the smallest of my twin lambs caught up with the other. I also bulletted a single lamb, 3 weeks younger than the other, and it caught up with the rest. The wool is much tighter on them now, and my lamb took the Blue Ribbon in the North Iowa Fair, thanks to the 'PERMACO' Cobalt Bullet."

—BEN CURRAN, Mason City, Iowa



"Bullet" Poor-Doers At Spring Handling Before They Go Out On Pasture!

Right now is your chance to prove that 'PERMACO' will actually PUT AN END to unthriftiness in your flock! You can test-treat your poor-doing animals quickly and easily at your normal Spring handling BEFORE they go out on range. Pick out your worst animals: scrubby or unthrifty ewes; weak and puny lambs; any of your sheep that don't look as good as you would like them to! Dose them with a single 'PERMACO' Cobalt Bullet and watch for IMMEDIATE results: up to 20% increases in lambing; stronger, faster-gaining lambs; increased weaning weights; better wool bloom; and as much as 15 lbs. average EXTRA weight gains!

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"One of my customers had one old ewe on the place that quite apparently was 'on her last legs,' weak and would hardly move out of one's path. He gave her one 'PERMACO' bullet. That was about three weeks ago. Now he can not run her down to catch her. He says it is the darndest thing he ever saw."

—E. M. ROBOTHAM, Druggist, Bison, So. Dakota

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—VICTOR W. NELSON, Buffalo, So. Dakota

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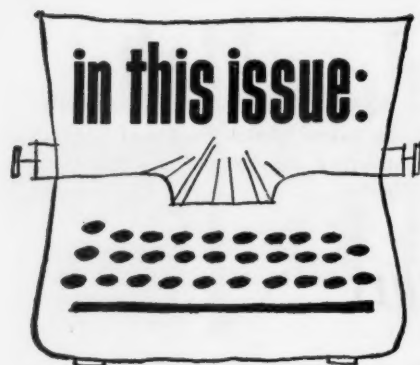
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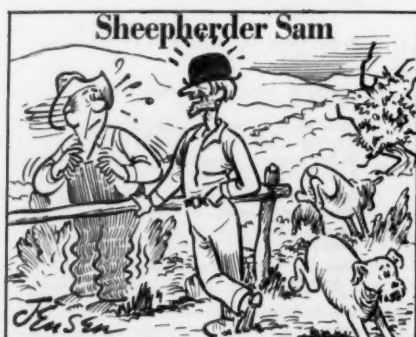
LAMB AND MUTTON IMPORTS:

Big news for the sheep industry during March was the hearing before the Tariff Commission beginning March 22, which was instituted by the Commission to determine whether imports of lamb and mutton from foreign countries are threatening serious injury to U. S. producers. A full report on the hearings will be found on page 11.

ECONOMIST FINDS IMPORTS ARE SERIOUS THREAT:

Ever since the NWGA convention in San Antonio, Dr. G. Burton Wood, Oregon State College at Corvallis and his assistant, Dr. Kent Christensen, have been busily at work gathering information to be used as a foundation for the sheep industry's presentation at the Tariff Commission hearing. A brief summary of Dr. Wood's 85-page report is given on page 12.

Dr. Wood's investigation reveals that lamb and mutton imports are a very definite potential threat to the domestic sheep industry.



"That clerk was right. It does give me a certain air."

April, 1960

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THE COVER

"FOR HE IS RISEN!" — The lamb on our cover, it seems to us, is especially fitting for the Easter season. This picture was taken by Bob Taylor of Cordell, Oklahoma, who has a special knack for capturing heartwarming pictures of farm animals. We wish you all a Happy Easter!

THE NATIONAL WOOL GROWER
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April 1960

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the CUTTING CHUTE



Rural Electrification Administration celebrates 25th anniversary

The Rural Electrification Administration will celebrate its 25th anniversary on May 11, 1960. When the REA began in 1935, only 11 per cent of the nation's farms were electrified. Today about 97 per cent have electricity and slightly more than half of these electrified farms are served by REA's 1,000 borrowers. Together they serve more than 4½ million meters, or at least 16 million rural people.

Range association changes name

The board of directors of the California Range Association, in accordance with a resolution approved by the association membership, formally adopted the name Western Range Association at a meeting held in Fresno, March 9.

Since members of the association reside in all the western states, it was felt that the change in the name would be more representative of the activities of the association.

The officers and directors of the association state that the name change will in no way alter the program of the association to attempt to alleviate the shortage of skilled sheepherders.

Texas Phenothiazine Company receives government patent

Several years of intensive scientific research in developing phenothiazine formulations for drenching cattle, sheep and goats have been rewarded by the granting of a U. S. government patent to the Texas Phenothiazine Company, Ft. Worth, Texas.

The patent covers phenothiazine drench composition showing the highest efficiency of control of stomach worms and tape worms, according to the manufacturer. One of the products manufactured by the firm under the patented formula is known as Dr. Rogers' Tena-Bov.

Worldwide interest is seen for permanent creases in military uniforms

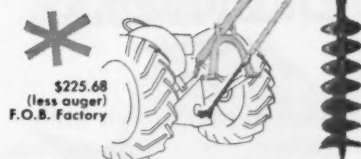
Interest in permanent creasing for wool military uniform trousers is worldwide, according to Max F. Schmitt, president of the Wool Bureau.

In Belgium a complete regiment in the Belgian army has been outfitted with uniforms having permanent creases. The government there is testing the process with a view to making the permanent crease standard in all uniforms.

Similar examinations are currently going on at the Quartermaster Corps in this country and in the 17 countries where the permanent creasing process for wool is being used commercially. In addition to the United States and Belgium, these countries include Australia, Canada, Denmark, France, Germany, Holland, India, Italy, Japan, New Zealand, Norway, South Africa, Sweden, Switzerland, and the United Kingdom.

The United States was the first country to have permanently creased wool uniform trousers for its letter carriers. Last November the Penn Garment Co. of Williamsport, Pa. offered letter carriers permanently creased uniform trousers and is currently shipping these

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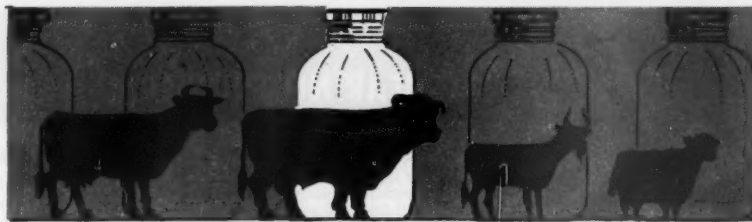
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to each of the 50 states. Letter carriers in this country purchase their uniforms with a yearly clothing allowance.

The market for uniform manufacturers is unlimited, Mr. Schmitt says, with policemen, municipal workers and transportation workers all being potential customers. Outside the uniform business, manufacturers are using the permanent creasing process for suits and slacks.

Farmers borrow record \$4 billion from credit cooperatives

For the sixth straight year, farmers, ranchers and their marketing and purchasing cooperatives set new records in the use they made of the facilities of their cooperative Farm Credit System, reports R. B. Tootell, governor, Farm Credit Administration.

They borrowed four billion dollars during 1959 from the system, Governor Tootell said. This was an increase of 599 million dollars over a year ago. An all-time high of 4.4 billion dollars in loans outstanding also was recorded.

More than half of the increased use was accounted for by the 494 production credit associations through which 331,500 farmers borrowed 2.5 billion

dollars the year in short and intermediate-term loans. This represented a 14 per cent increase in amount loaned for the year, as compared to last year.

New USDA training center for meat inspectors

In an effort to expedite and systematize training of federal meat inspectors, the USDA will open a Meat Hygiene Training Center in Chicago, April 4.

Graduate veterinarians and meat inspectors of USDA's Agricultural Research Service obtain training in all phases of meat inspection while working in packing plants under supervision of experienced veterinary meat inspectors. This type of training will be continued. At the new center, however, more uniform training will be possible in certain basic subjects. At the same time, student inspectors will be informed of the latest developments in the rapidly changing field of meat processing.

The new school is located in International House on the University of Chicago campus. It will be under the direction of J. D. Lane.

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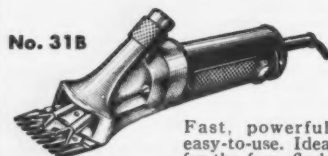
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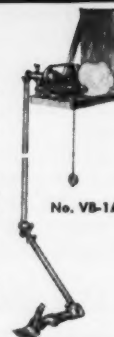
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Research News

SECRETARY of Agriculture Benson recently appointed Dr. Roy Chester Newton to a newly created position of coordinator for utilization research in the Department of Agriculture.

The Secretary said the appointment further emphasizes research within the USDA, to find new industrial outlets for profitable use of agricultural commodities, and especially those that may be in surplus. "Dr. Newton's intimate knowledge of industry needs for raw materials in production of food, fiber, and especially industrial products will be particularly valuable to the Department at this time," Mr. Benson said.

Dr. Newton will be responsible for continuing review of all utilization research and development work, including that being done under federal grant funds and under contracts and grants in institutions in the United States and abroad. The 1961 budget, now before Congress, calls for additional funds for utilization research, and additional funds acquired under Public Law 480 transactions will be used for research done abroad.

A native of El Reno, Oklahoma, Dr. Newton has been a leader in the field of industrial utilization for many years. At the time of his retirement on May 1, 1959, he was vice president in charge of research for Swift and Company. He has received many awards for outstanding research and service in the food industry.

A recently completed research project at the University of Illinois reveals that a common dog roundworm, called *Toxocara*, can be passed from dogs to sheep but apparently causes no permanent injury in the sheep.

Dr. Wilhelm Schaeffler conducted this study to determine whether one of the roundworms commonly infesting dogs could cause a serious sheep health hazard. This might present a sizable economic risk, since dogs frequently work with, or are around, sheep. In addition, quite a number of roundworms found in one type of animal are sometimes able to live and complete their

life cycle, or are able to cause serious sickness, in other animals.

At the start of his investigation, Dr. Schaeffler fed varying numbers of infective roundworm eggs to yearling sheep and young lambs. These eggs normally develop into larvae that migrate through the body before settling in the intestine, where they become adult worms. Dr. Schaeffler found that the natural defenses of the yearling sheep did not let the larvae migrate beyond the liver.

The natural body defenses of the young lambs were not fully developed, however, and the roundworm larvae migrated to all parts of the body, including the lungs, muscles and brain. They were not, however, able to develop into mature roundworms.

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stomach and intestinal worms because it maintains a sufficient concentration of the dose throughout the digestive tract to kill worms on contact. Use the established standard of the industry... Dr. Rogers' SPECIAL FORMULA DRENCH to get the best results.



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MORE
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Breeder's List and Information of
AMERICAN HAMPSHIRE SHEEP ASSOCIATION
Stuart, Iowa

A study of the effect of 2,4-D on gopher populations and gopher food habits was made in west-central Colorado in 1956. The possibility that spraying range land with 2,4-D might reduce pocket gopher populations was noted earlier in the inspection of experimental plots sprayed by the Forest Service in western Colorado.

The 1956 study was made at Grand Mesa because large areas of weedy range land with dense population of gophers were being sprayed with 2,4-D by the Forest Service. The herbicide was sprayed by airplane over about 2,000 acres at the rate of three pounds acid equivalent per acre in a butyl-ester formulation with a diesel oil carrier. Prior to this spraying 10 study plots, 200 feet square, were established to evaluate the effect of the herbicide on gopher numbers and gopher food habits. Five plots designated as spray plots, were located in an area to be sprayed, and five others designated as control plots were in an area that was not being treated.

One year after treatment with 2,4-D the following changes were noted:

1. Pocket gopher populations were reduced 87 per cent.
2. Production of perennial forbs was reduced 83 per cent and grass production increased 37 per cent.
3. The diet of pocket gophers changed from 82 per cent forbs to 50 per cent forbs, and from 18 per cent grass to 50 per cent grass.

Untreated control areas showed no significant change in gopher numbers

or herbage production from one year to the next, a report of the study states. Gopher food habits did not change on untreated areas. About two-thirds of the gophers' diet during summer months consisted of above-ground plant material. The most common food items identified in pocket gopher stomachs were dandelion, western yarrow, and Rydberg penstemon. Although the reasons for the decline in gopher numbers on sprayed areas are not known, depletion of essential food items and nitrate poisoning are the most likely explanations.

Editor's Note: The above study was reviewed in the Journal of Wildlife Management, April, 1959, by James O. Keith of the Rocky Mountain Forest and Range Experiment Station at Ft. Collins, Colorado; Richard M. Hansen of the Colorado Agricultural Experiment Station, and A. Lorin Ward of the Bureau of Sports Fisheries and Wildlife, U. S. Fish and Wildlife Service.)

MORE attention should be paid to temperature at time of seeding in efforts to establish range grasses, USDA research shows. Because of low and erratic rainfall on the range, the main concern in seeding is usually adequate soil moisture. But germinating seeds have temperature as well as moisture requirements. In fact, a recent study of six range grasses showed that, within fairly broad limits, seed germination was reduced more by unfavorable temperature than by low moisture.

ARS range conservationist W. J. McGinnies at the Colorado Agricultural Experiment Station, Fort Collins, made the germination tests, using three temperatures and six levels of moisture stress. Moisture stress—the resistance to movement of water into plants—increases with decreasing water concentration. When soil moisture is low, moisture stress is high.

The tests showed that as moisture stress increased, germination was delayed and reduced. But as long as the temperature was favorable, seeds germinated fairly well even under relatively high levels of moisture stress. The grasses tested, all cool-season species, were Nordan crested wheatgrass, Greenar intermediate wheatgrass, Topar pubescent wheatgrass, Whitmar beardless wheatgrass, Lincoln smooth brome, and Russian wildrye. Under high moisture stress, all six germinated better at a test temperature of 68° F. than at 50° or 86° F. Beardless wheatgrass and Russian wildrye—more difficult to establish under range conditions than the other four grasses—showed the least adaptability to different temperatures and levels of moisture stress.

Remember the 13th Annual TEXAS PUREBRED SHEEP BREEDERS ASSOCIATION All-Breed RAM & EWE SALE

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REGISTERED
RAMS

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Brownwood, Texas

100
REGISTERED
EWES

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May 7 (10:00 a.m.)—SOUTHDOWNS, SHROPSHIRE, COLUMBIAS, CORRIEDALES, MONTADALES and DORSETS.
May 7 (1:00 p.m.)—DELAINE-MERINOS and RAMBOUILLETS.

— Added Attraction —

ALL-BREED WOOL SHOW

For Sale information and Wool Show entry forms, write: J. P. HEATH, Argyle, Texas

A research project at the University of Wyoming may unravel some mysteries about the role of hormones in breakdown, use, and storage of fats and fat-like substances in the animal body.

The project, under a \$6785 U. S. Public Health Service grant, could answer some questions about cholesterol and other body-fat accumulations suspected as a cause of heart and blood-pressure problems of man. Discoveries also may help stockmen using hormones in live-stock-feeding operations.

Earlier experiments have revealed that diethylestilbesterol (DES) tends to correct excess fat buildups in the liver and some other glands of rats. Without DES, fat accumulations sometimes kill rats fed a special diet in the laboratory.

In the present project various hormones and hormone-like substances will be used to learn if scientists can control fat problems and regulate fat metabolism with hormone injections.

Further research based on the hormone-fat study, could show ways to use hormones to correct troublesome fat accumulations in otherwise healthy animals or people.

LOW cost plastic roof buildings that shelter lambs during cold winter rains can save both money and lambs' lives, according to Thayer Cleaver, professor of Agricultural Engineering at the University of California, Davis, California.

Cleaver advised building plastic shelters on the high point of the pasture where sheep bed down by instinct without herding or training.

He said that annual costs, allowing for replacement of the plastic every two or three years, might be less than interest charges on a conventional building of the same size. "In any case," he added, "the cost would be paid back by an extra gain of only one and one-half pounds per lamb, by saving one lamb's life per 100 ewes, or by saving 10 to 15 pounds of hay per sheep. Where 30 to 40 and sometimes 90 lambs per 100 ewes are lost from exposure every year, a plastic shelter would pay dividends that most people would not think possible."

"Little Bo Peep"

- - A Parody

*Like Little Bo Peep, we lost quite a few sheep,
And we had an idea where to find them.
But we left them alone and they finally came home,
Dragging their tails, but leaving their wool and lambs behind them!*

—by a South Dakota rancher

Number of farms down 2 per cent

The USDA estimates that the number of farms in operation in 1955 was 4,641,000, about two per cent less than in 1958. Farms continue to gain slightly in average size in most states from purchases and consolidations as the number of farms declined. Further reductions in farm numbers are continuing, the USDA states, and may bring U. S. total of operating farms in 1960 to about 4,540,000.

Report on price supports status

As of January 31, the investment of the Commodity Credit Corporation in price support programs amounted to \$9,239,499,000. Of the total, loans outstanding accounted for \$1,944,551,000, and the cost value of inventories, \$7,294,948,000. A year ago the investment was \$9,020,101,000, of which loans outstanding amounted to \$3,808,553,000, and inventories, \$5,211,548,000.

New manager appointed for Pacific International

D. E. (Dick) Richards, Oregon livestock expert, has been named manager of the Pacific International Livestock Exposition succeeding Walter A. Holt, according to an announcement by R. L. Clark, president of P.I. Serving as P.I. manager since 1946 Mr. Holt plans to retire to Washington where he will do some writing for livestock publications.

A former county extension agent for Grant County and one time superintendent of the Eastern Oregon Experiment Station at Union, Richards has also

been a prominent rancher and ranch manager both in eastern Oregon and near Portland.

Concerning Holt's retirement, effective March 15, Clark commented, "Walter Holt has meant a great deal to the P.I. and we are sorry to see him leave."



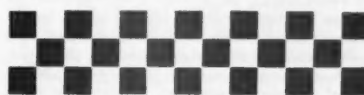
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- 22nd Annual Far Western International Sheep Dog Trials—May 1

State Fairgrounds
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MAY 2-3

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C. W. Hodgson, Secretary
Moscow, Idaho

The Consumer Calls the Turn in Distribution Methods, Packers Told

THE consumer calls the turn under modern methods of distribution, more than 2,500 meat packers and processors were informed during the 14th annual meeting of the Western States Meat Packers Association in San Francisco, California, February 17-20.

John A. Logan, president of the National Association of Food Chains, keynote speaker of the convention, said "the retailer who ignores the consumer's choice is not long going to stay in business these days."

Other convention speakers echoed Logan's emphasis on catering to the consumer. Still other speakers addressed themselves to maintaining operations on a profitable basis amid changing conditions in the meat packing industry.

E. Floyd Forbes of San Francisco, president and general manager ever since the Association was organized in 1946, was reelected for his 15th year in the post.

Clark Pierce, president, Pierce Packing Co., Billings, Mont., was elected a vice-president and director of the Association. All other officers and 11 other directors whose terms expired this year were reelected.

A dazzling suppliers' exposition was a feature of the meeting. The exposition displayed many humane slaughter devices and techniques, foreshadowing the new humane slaughter regulations which become effective July 1 nationally and in many western states.

A major recommendation of the convention was for support of a new research organization which will be set up to seek new uses for tallow and grease, and improvement in the take-off and curing of hides. Many speakers pointed out that stiff competition from substitutes has brought trouble for these major by-products of the packing-house industry.

ICC Renders Decision on Three Westbound Meat Cases

THE Interstate Commerce Commission on February 4 rendered decisions in three livestock cases allowing reduced westbound freight rates on fresh meats and packinghouse products to go into effect. Two of the cases were on rail rates (MC 32252 and I & S 7068) and the third on truck rates (MC 111811).

The original case, MC 32252, reduced the rail rates on August 15, 1957. MC 111811 reduced the truck rates on July 1, 1958 below the rail rates set August 15, 1957. I & S 7068 reduced the rail rates below the so-called Cudahy scale of rates set in the truck case. The Commission held that these rates were reasonable and compensatory if 3 per cent were added replacing the 3 per cent transportation tax which was repealed by Congress last year.

The section of I & S 7068 dealing with the railroad's low rate on 50,000 pounds carload minimum on packinghouse products was denied by the Commission. This 50,000 pound minimum rate was very much below the other established rates in these cases on packinghouse products.

The effective date of the rail rates was March 14 and the effective date for the truck rates was March 21.

When the railroads reduced the rates on August 15, 1957, the relationship

from Omaha to Los Angeles, for instance, between livestock rates and fresh meat rates was reduced from 150 per cent to 126 per cent on fat cattle. When the railroads on October 20, 1958 reduced the rate on fat hogs by 23 cents per hundredweight, the relationship of fat hogs to fresh meat was 142 per cent. As a result of the Commission's decision in these two rail rate cases the relationship now from Omaha to Los Angeles is reduced to 105 per cent of the livestock rate for fresh meats on cattle and 118 per cent on fat hogs.

The decision also allowed the railroads to reduce their rates 30 cents per hundredweight under the truck rate on 33,000 pounds minimum carload weight. The Commission disallowed the rate of \$1.83 from Denver to North Coast points and allowed a rate of \$2.08, which is 25 cents per hundredweight more than the rate asked. The Commission admitted that the former relationship which existed under the Hormel case decision in 1945 was destroyed by the decision in these two rail rate cases and the truck rate case.

The Western States Meat Packers Association has indicated it will lead the fight to secure corresponding reduced livestock rates from midwestern to Pacific Coast points.

American Farmer Finds Modern Efficiency Doesn't Pay-Off

THE plight of the American farmer, who even though he has increased his efficiency by 65 per cent in the past 10 years, has experienced a 1 per cent drop in total income, is graphically illustrated in a recent issue of the U. S. News and World Report. This has been accompanied by a 7 per cent drop in farm prices. In contrast, the city worker in office and factory has received wage increases far greater than his increase in efficiency. While efficiency in factories and offices has risen by 21 per cent in the past ten years, wages have risen by 58 per cent.

The increase in the farmer's efficiency has resulted from his investing his own or borrowed money in new machinery and improved methods. On the other hand, the increase in efficiency by the city worker was due largely to investment by employers in new equipment and methods.

Declining farm prices have not re-

sulted in lower food prices for the consumers. The food from U. S. farms which goes into the market basket of the average housewife now returns the farmers 12 per cent less than it did 10 years ago. The housewife, however, has to pay 9 per cent more than she did 10 years ago. Increases in middle-man costs have more than offset the farmer's loss. As a result farmers receive a smaller percentage of the consumer's food dollar than at any time since 1939.

The farmer's parity ratio has dropped nearly 20 per cent since 1950, to the lowest point since 1940. "All this has put the farmer on a treadmill," says the U. S. News and World Report story. "He has increased efficiency, enlarged his farm, sold more products, but his income for a year's work remained virtually the same in 1959 as in 1950—about \$2,500 for the average U. S. farm. Those dollars today are worth 18 per cent less than in 1950."

WASHINGTON BRIEFS . . .

Justice Department Investigation

THE investigation by the Justice Department into wool marketing practices has been gaining momentum, according to recent reports.

The investigation was started about a year ago at the request of wool growers to determine if the concentration of buying power in so few hands was creating a monopoly in the domestic wool market.

According to reports, the Justice Department is now contacting wool buyers and asking questions about their operations. The Justice Department has given no indication as to when its investigation will be completed.

Live Lamb Standards

THE USDA on March 4 published in the Federal Register, a proposal to amend the standards for grades of live slaughtered lambs, yearlings and sheep to conform to the revised standards for lamb, yearling mutton and mutton carcasses which became effective March 1.

Interested persons were given 30 days in which to submit written comments on the new proposal.

Changes proposed in the standards for slaughtered lambs, yearlings and sheep should have the effect of lowering

the average fatness in the prime and choice grades, according to the USDA.

Multiple-Use Bill

EDWIN E. Marsh, NWGA executive secretary, testified before the Forestry Subcommittee of the House Agriculture Committee the third week in March on H.R. 10572 and a number of other identical bills, which would give legal recognition to the multiple-use principle of national forest lands.

In his statement, Secretary Marsh advised the committee the NWGA could support this bill in principle. However, he urged that in the various uses set forth, the word "range" be changed to "grazing" or "range for livestock." He also urged that the bill be amended to provide that appeals procedure on decisions with regard to the multiple uses of our forest lands be subject to the Administrative Procedures Act so as to permit taking an appeal to the courts instead of leaving the final decision to the Secretary of Agriculture.

Most of the groups who testified approved the general principles of the bill although some suggested amendments and some wanted to see the particular use of the forest with which they are concerned listed first. The subcommittee has not yet taken action on the bill.

Wool fleece entries invited

Wool growers in all states have been issued an invitation to enter fleeces in the All-Breed Wool Show to be held in Brownwood, Texas, May 5-7. The show is sponsored by the Purebred Sheep Breeders Association of Texas and is being held in conjunction with their annual ram and ewe sale. Entry forms for the wool show can be obtained from J. P. Heath, secretary-treasurer of the association at Argyle, Texas. In addition to cash and ribbon awards, large trophies are presented.



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Lawrence C. Patterson, Secretary

HAVE YOU SEEN THIS MAN?



THIS is Ed Norvell who is being sought by the FBI for unlawful flight to avoid confinement for the crime of murder. A federal warrant for his arrest was issued at McAlester, Oklahoma, on March 10, 1959. It has been reported that Norvell may be employed on a sheep ranch.

Norvell escaped from the Oklahoma State Penitentiary at McAlester in March, 1959, where he was serving a life sentence following his conviction for murder. Norvell is reportedly armed and has stated he will not be taken alive. **He should be considered armed and dangerous.** He has been convicted of burglary and murder in the past.

This fugitive is a white, male, American and was born on August 4, 1905 in Kentucky. He is 6' to 6'1" tall and

weighs 175 to 185 pounds. His build is described as medium, and he has light brown hair which is turning grey. Norvell's eyes are hazel, and his complexion ruddy. He has been employed in the past as a plumber, mechanic and leather goods worker. He has a dim vertical scar below the lobe of his right ear; a five-inch scar under his right kidney; and a burn scar on the back of his right wrist. His left middle finger has been amputated at the first joint. The tattoo "Ed, 1917" appears on his inner right forearm. Norvell reportedly wears false teeth and glasses and speaks slowly.

If you know the whereabouts of this individual, please call the nearest office of the FBI, the telephone number of which can be located on the first page of your local directory.

BLM Announces Anti-Speculation Policy

ADoption of a broad program of safeguards against speculation in land sales under the Public Sale Act has been announced by the Department of the Interior.

The anti-speculation policies and procedures with respect to public domain lands under the jurisdiction of the Bureau of Land Management were approved February 20 by Secretary of the Interior Fred A. Seaton. They supplement similar safeguards adopted February 5 governing federal government-private land exchanges.

In a letter to Representative John E. Moss, chairman of a special subcommittee on Assigned Power and Land Problems of the Committee on Government Operations, Secretary Seaton said

that the order suspending all public land sales and transactions involving land appraisals was being withdrawn.

The suspension was ordered by the Department December 10, 1959, at the request of Representative Moss. Secretary Seaton's letter to Representative Moss states: "Your letter of February 5 received here February 8 is acknowledged and note is taken that you do not request an extension of the order suspending land cases involving appraisals. We are relieving the Bureau of Land Management of that order."

In his letter of February 5, Representative Moss requested that the Subcommittee "be informed at least thirty days in advance of proposed final disposal action on lands included in the

following two categories: (1) private exchanges involving disposal of public land located within a radius of 35 miles of centers of population growth; and (2) public sales of government land involving tracts of one section or more located near expanding centers of population as described in (1) above, where no competitive bids above the appraised value have been received."

In his reply, Secretary Seaton said: "If any land transfer activities should arise under the two categories you specify we will inform the committee at least 30 days prior to proposed final land title transfer action. It is not anticipated any will occur."

"In summary," Secretary Seaton said, "it is our intention that it be virtually impossible for land speculative activity to take place under the provisions of the Private Exchange Law or the Public Sale Act."

Cattlemen Apply For Tariff Relief

ON February 29 the American National Cattlemen's Association filed an application with the U. S. Tariff Commission for an investigation under the escape clause of the Trade Agreements Act.

The complaint emphasized that cattlemen are not opposed to reasonable import competition, but they are alarmed at the threats posed by heavy shipments of cattle and beef produced in other countries at costs for labor, land and equipment far below those possible here.

The application shows:

1. Imports of cattle and beef soared to nearly twice normal levels during 1958 and 1959, accounting for more than 8 per cent of domestic production. More specifically, the imports accounted for more than a third of total production of cow beef, widely used in ground and processed products.

2. Duties on imported beef were six cents a pound under the 1930 Tariff Act, and have since been cut to three cents, but inflation and changing world monetary values have cut that level to little more than a penny a pound—"insignificant as a deterrent to imports of beef."

3. Imports, slow to stop because of time involved in shipment, create an undue pressure on downsliding prices if they are not shut off quickly when domestic prices break, as they have in recent months.

The petition asked that original tariff rates be restored and that quotas, related to a percentage of domestic production, be imposed.

Sheepmen Present Case For Tariff Relief From Excessive Lamb, Mutton Imports

THE hearing before the U. S. Tariff Commission on lamb and mutton imports ended March 25 after four days of testimony. NWGA Executive Secretary Edwin E. Marsh who has been in Washington the past six weeks laying the groundwork for the domestic sheep industry's presentation at the hearing, reports that the six-member Commission listened to an estimated 800 pages of testimony, examination and cross-examination of approximately 40 witnesses.

Secretary Marsh contacted senators and congressmen before the hearing requesting that they either appear in person or send a statement supporting the domestic industry. Several of the state wool grower associations joined in urging their senators and congressmen to appear. A great many of them testified personally and a number filed statements. Senators who appeared in person included Bennett and Moss, Utah; Allott and Carroll, Colorado; Anderson, New Mexico; Hruska, Nebraska; O'Mahony and McGee, Wyoming and Kerr, Oklahoma. Congressmen appearing included Morris, New Mexico; Thomson, Wyoming; Fisher, Texas; Berry, South Dakota and Dixon, Utah. Several senators and congressmen unable to attend sent their assistants to present their statements. These included Senator Johnson, Texas and Congressmen Anderson, Montana and McGinley, Nebraska.

Secretary Marsh reports that the senators and congressmen were most helpful and made a very favorable impression on the members of the Tariff Commission.

NWGA President Harold Josendal was the lead-off witness for the domestic sheep industry. Other witnesses heard for the U. S. industry were: Edwin Wilkinson, president, National Association of Wool Manufacturers; Stewart Kern, former president, Imperial Valley Lamb Feeders; Lester Stratton and James W. Brown of the National Lamb Feeders Association; James Wagner, president, Colorado-Nebraska Lamb Feeders; Lowell Wilkes, North Platte Valley Lamb Feeders; Deon Shivers and Dewey Jontz, Iowa State Sheep Association; R. E. Davis, Three

Forks, Montana; and Dr. S. Kent Christensen, Oregon State College. Representing the NWGA in addition to President Josendal were W. Hugh Baber, vice president and F. T. Wankier, Jr., assistant secretary. The following state association representatives testified: W. E. Overton, New Mexico; W. P. Wing, California; Jerry Puckett and Lance Sears, Texas; and Everett E. Shuey, Montana. Attorney for the domestic producers was Robert Farrington, former general counsel for the USDA, who was retained by the National Wool Growers Association.

Opposition to the case set forth by the NWGA and National Lamb Feeders came mainly from major meat importers, small packing plants, brokers and representatives of the New Zealand and Australian meat boards. They were represented by a battery of highly-qualified attorneys including J. Bradley Colburn, William J. Barnhart, George Bronze and Edward G. Martin. Representatives appearing for the New Zealand Meat Board included John Andrew, J. W. DeGruchy, D. L. M. Martin and J. A. Malcolm. Australian Meat Board witnesses were J. L. Shute, F. J. Harwood, Raner W. Mitchell and Dennis Muirhead.

Others appearing on the opposition side were Canadian Packers, Inc., International Packers, Ltd., B. Schwartz and Company, John Phallon and Company, Tupman Thurlow Company, Iceland Products Company, Allied Packers, Ltd., Carter Brokerage Company and Barnett Packing Company. The main arguments developed by the opposition were that (1) domestic producers had no right to request the investigation under the Trade Agreements Act because they do not produce the **dressed** product; (2) imports of boneless mutton do not affect U. S. producers' total income since the sale of old ewes is an insignificant portion of that income; (3) the U. S. sheep industry can not provide enough lamb for the potential increase in per capita consumption; (4) frozen lamb is not competitive with domestic dressed lamb; (5) the decline in domestic prices in 1959 was due more to increased domestic lamb slaughter than increased imports; and (6) domestic marketing problems covered in

the pamphlet "What Makes Lamb Price" were the causes of the price decline in 1959. They also stated their intent was to go into new areas of consumption and not upset the presently established U. S. markets.

Testimony presented by the domestic industry representatives refuted these various arguments. Among the more important points covered were: (1) uncontrolled and unregulated, imports are a definite factor in breaking the U. S. market; (2) the petition requesting the investigation was made not only on the basis of injury to the domestic sheep industry but also on the basis of the serious threat of further injury; (3) reports emanating from trade sources as to imports due to arrive have been a psychological factor used to manipulate domestic markets; (4) the bulk of imports have arrived at the key market-pricing areas of New York, Los Angeles and San Francisco, thus affecting all markets in the United States; (5) many U. S. lambs are being produced below costs of production and any decreases in live lamb prices because of increased imports will only cause further financial losses to U. S. producers; (6) the sale of imported lambs at greatly reduced price levels could have no other effect than to break the U. S. market price; and (7) the domestic industry is making every effort to improve lamb carcass production and to improve and widen markets through promotion.

As a suggested remedy, the domestic sheep industry representatives proposed a combination tariff-quota which would provide that imports based on the average of the last three years be permitted at the present tariff rate, and that after this quota has come in, a maximum tariff increase permitted under the law be applied. Maximum rates apparently permitted under the Trade Agreements Act would be 18.39 cents per pound on dressed lamb, 17.7 cents per pound on dressed mutton and \$5.62 per head on live lambs.

The Tariff Commission now has until May 16 to study the matter and make a recommendation to the President. He then has 60 days in which to accept or reject the Commission's recommendation.

Lamb & Mutton Imports Threaten Domestic Sheep Industry

Editor's Note: The foundation for the presentation of the domestic sheep industry at the lamb and mutton import hearing before the U. S. Tariff Commission on March 22 has been under construction for the past two months by Dr. G. Burton Wood of Oregon State College and his assistant, Dr. Kent Christensen. Drs. Wood and Christensen are qualified economists and were retained by the NWGA to gather facts and figures as to the extent of injury and potential threat of injury to the domestic sheep industry by the increasing imports of lamb and mutton from foreign countries with lower wage and production costs.

The presentation of the domestic sheep industry representatives at the Tariff Commission hearing revolved around this report. The entire report covers 85 pages. Due to space limitations, it is impossible to reprint too much of it in the National Wool Grower. Following, however, is a brief portion of the report:

Price Impact of Lamb Imports

In December of 1958 the prices of slaughter lambs in the United States dropped sharply relative to prices for the same period in the previous year. By February of 1959 prices were \$4 to \$5 below year earlier levels. Prices increased in May and June, but then finished out the remainder of the year \$1 to \$3 under 1958 prices.

It is recognized that numerous factors influenced this price reduction. Broiler prices were three to four cents per pound below 1958. Hog slaughter was up about 10 per cent on a per capita basis and prices were considerably under a year earlier. Cattle prices remained strong, however, despite increased marketing of fed cattle.

However, the most important factor influencing the price reduction was the increased supply of lamb resulting from increased domestic slaughter and increased imports. We are concerned here only with the impact of imports on U. S. prices.

In a study completed by the USDA in 1953 it was concluded, after an elaborate statistical analysis of data for a long period of years, that a 1 per cent increase in the per capita production (supply) of lambs resulted in a 1.5 per-

centage decrease in the farm price for lamb.

Assuming this relationship to be correct and that changes in imports have an equal effect upon domestic prices as does a similar change in domestic supplies, the actual impact upon domestic producers can be calculated. Using this formula the estimated dollar loss to U. S. lamb producers in 1959 was \$9,265,572. Similar calculations can be made for losses in 1958.

The impact upon domestic prices of a 1 to 2 per cent increase in supply, per se, is relatively small. However, because the foreign supply was available at prices 15 to 20 per cent under domestic prices, the price injury due to imports or threat of imports has been many times greater than the increased supply would warrant. Case studies bear out this point. For example, a study of the official USDA market news reports for the San Francisco market in early 1958 indicates substantial price injury due to rumors of imports.

During the week ending March 15, 1958, "confirmed sales and contracts over all of California totaled up to approximately 25,000 or more. . . . All deals fell into a \$25-\$26 price bracket."

Just as this trade action was accomplished, rumor quickly spread in trade circles that around 12,000 to 15,000 lamb carcasses were on the ships enroute from New Zealand to the San Francisco area. With such a threat of cheap lamb competition facing them, the area's packers were reluctant to make purchase offers in the producing areas. As a result the government's market report for the following week reported, "Trade on spring lambs over the state was marked by the absence of any significant volume of activity, hardly enough sales or contracts having been made during the week under review for an accurate test of the price trend."

To date no information can be found to confirm or disprove the report of 12,000 to 15,000 lamb carcasses enroute to San Francisco from New Zealand. All available sources of information indicated that a check of all steamships entering the Bay Area from New Zealand for a period of three to four weeks (approximate crossing time) was the only practical way of ascertaining the

facts. In the meantime, producers and trade interests had to act under the threat of import possibilities.

The next USDA report on lamb marketing started out as follows: "The trade on spring lambs in California came to a standstill during the past week as no new confirmed contracts were reported."

Eventually it was determined that reports of 12,000 to 15,000 lamb carcasses enroute from New Zealand was all a rumor and trade was again resumed, but at a depressed price level from that at which trading had started three to four weeks previous.

The government's next trade report said, "Trade on spring lambs was resumed in a small way during the week but buyers were operating mainly on an immediate to near-term delivery basis with prices generally a full \$1.00 under any contracts made previously."

While trade was again underway, the possibility of foreign imports became a major economic influence in the trade. Packer buyers used the threat as a bargaining argument to beat down the price, so that by the end of the next week, prices were \$1 to \$4 below those at the start of the trading session. The government's trade report for the week ended April 12, 1958 said, "Trade on spring lambs in California got underway in much greater volume. . . . Prices were unevenly \$1 to \$4 lower than early contracts and steady as much as \$2 lower than the report of the previous week."

The government refrains from the use of statements of rumors in its reporting of markets. But its reports of trade action and price trends reflect the effect which rumors of imports had on the market for lambs. Had the rumored carcasses been a reality, the domestic market on live lambs would undoubtedly have been further depressed and over a longer period of time.

Impact on Sales in Selected Cities

A special effort was made to determine the impact of the sale of foreign lamb on the sale of domestic lamb in selected cities. The impact of foreign lamb imports into this country was examined from two standpoints. First, from the standpoint of its current im-

pact upon domestic lamb sales. Second, from the standpoint of prospective injury that might occur as a result of present and prospective plans of importers and exporters of lamb from New Zealand, Australia, and Iceland.

Interviews were held during the period from February 16 through March 4 in the Chicago, New York, Boston, Washington, D. C., San Francisco, and Los Angeles areas. Since these cities represent the major markets for lamb meat sales in this country, it was felt that a cross-section interview of packers, meat wholesalers, meat jobbers, importers, brokers, and chain store operators would give a reasonable view of the current and prospective injury resulting from the importation of foreign lamb.

In the Midwest and East there was no strong feeling that the increased sale of foreign lamb in the major midwestern and eastern cities had caused serious injury to the domestic lamb producers. However, all meat dealers and meat retailers contacted strongly emphasized that frozen lamb is directly competitive with domestic lamb in the markets in which they operated. At a price, foreign lamb will divert customers from domestic lamb, resulting in smaller sales of domestic lamb at the old price or in the same amount of domestic lamb being consumed at a lower price. In general, both buyers and sellers of foreign lamb indicated that a price spread in excess of 10 cents per pound between domestic and foreign lamb would make foreign lamb an attractive buy and bring about an expanded sale and consumption of foreign lamb in domestic markets.

Meat dealers and retailers expressed the view that foreign lamb was so competitive that the possibility of a foreign lamb promotion which might be made by some retailer would place a psychological cloud over a market at a given time. In New York City, for example, only one retail firm of any consequence, the Food Fair Stores, was offering foreign lamb through its retail stores (February, 1960). The first promotion which occurred this year included New Zealand lamb that was placed in a case with Rath-Blackhawk brand lamb legs and other cuts. Later, New Zealand lamb was offered by these stores along with Swift Premium lamb. In all cases the quality of the New Zealand lamb looked as good as the quality of the domestic lamb. There appears to be much less quality differential today between foreign lamb and domestic lamb than was no doubt characteristic of the past. Moreover, retailers are learning how to handle foreign lamb more effectively. The fact that both foreign and domestic lamb have been offered in the same case at the same price is evident

that the two products are considered like products, and that they are directly competitive in the market.

Other major food chains in the New York area have not yet handled foreign lamb. The executive of one large food chain, operating 210 food stores in the New York City area, made the observation that his organization had not handled foreign lamb in any of the New York stores and had no plan to do so in the immediate future. He qualified his statement, however, by saying that it would depend upon competition. If the quality of foreign lamb improves as much as it had in the past year; if the price differential continues to be attractive; and if competition forces them to do it, this executive indicated that he would buy and offer foreign lamb through his retail stores.

One meat wholesaler in the New York City area reported that foreign lamb is a definite threat to the normal marketing of domestic lamb. This dealer reported that food stores are hesitant to commit ahead on domestic lamb promotion because of the psychological threat that some competitor may offer foreign lamb at a price 10 to 15 cents below the domestic price and thereby curtail the sales opportunities for domestic lamb. This psychological factor was mentioned by a number of firms selling directly to the large chains. The same type of psychological threat was felt by many meat dealers, brokers, and retailers in the major food markets of the California area.

In the Washington, D. C., area only one food firm, The Co-op Stores, has offered foreign lamb through retail outlets. This lamb from Iceland was apparently a promotion in cooperation with the government of Iceland. Within the last three or four months the Co-op Stores have offered Iceland lamb at retail prices at least 10 cents per pound less than the corresponding price of domestic cuts. These sales have been quite successful. Other than this major offering, the sale of foreign lamb in the Washington, D. C., district is largely through the hotel, restaurant, and institutional trade. One meat wholesaler visited indicated that he had sold foreign lamb to the H.R.I. (hotel, restaurant and institution) trade for some time and that this effort had been exceedingly successful. On March 2, 1960, he indicated that he was delivering 1,500 pounds of foreign lamb to an H.R.I. firm in the district.

Another meat wholesaler in the Fourth Street Market area indicated that he had purchased 25 head of New Zealand lamb at a cost of about 34 cents per pound. These carcasses, he reported, were as beautiful as any dressed lambs he had ever seen. This purchase was sold outright to a home freezer dis-

tributor in a Washington, D. C., area who sells portion lamb cuts in frozen form to the families who buy frozen meats and other foods from him on a regular contract basis. It was also reported that another home freezer distributor in the Washington-Baltimore area was using large quantities of foreign lamb in place of domestic lamb for sale through the home freezer trade. Again, all meat buyers in the area expressed the view that foreign lamb was directly competitive to domestic lamb and that it is normal to substitute one for the other in most classes of trade.

The survey indicated that the greatest progress in the sale of foreign lamb had occurred in the New England area. This expansion is largely due to the progressive merchandising efforts of Mr. William Southworth, a supermarket operator and wholesale meat distributor of Waltham, Massachusetts. All evidence indicated that the majority of lamb users in the New England area prefer a quality product and that they apparently are getting it in the form of frozen lamb from Iceland, Australia, and New Zealand.

Mr. Southworth indicated that he had handled about \$1,000,000 of foreign lamb in 1959, including the purchase of approximately 150,000 lamb carcasses from Iceland.

One store in the Boston area, formerly selling domestic lamb, reported that it was handling nothing but Iceland lamb with the highest customer acceptance. In one promotion, the store offered whole frozen lamb carcasses at 29 cents per pound. This promotion resulted in the sale of 180 frozen carcasses. The meat department manager reports that frozen lamb can be successfully handled in coolers for a period of seven to eight days without any deterioration in the quality of the meat. On March 3 he was offering Iceland lamb legs at 59 cents per pound, rib chops at 39 cents per pound; loin and shoulder chops at 59 cents per pound—considerably under domestic fresh lamb prices.

In California there is general thinking among many packers and retailers interviewed that the pressure and threat of live lambs and dressed lambs and mutton has been damaging and has exerted a downward pressure on domestic lamb prices. Mr. Louis Sourini, plant superintendent of the Taaffee Packing Company near San Francisco, reported that imported products can be offered in the domestic market at prices from two to five cents a pound below the going market on local area offerings, and is an over-all price-depressing factor. He reported that the main offerings are made to chain store volume buyers who already are a major influence as a price-making factor in the

(Continued on page 25)

ASPC Directors Set Record

Lamb & Wool Promotion Budget

DIRECTORS of the American Sheep Producers Council re-elected all officers of the council at the annual meeting of the board March 15, in Denver. The board also set a new high total budget for promotion of lamb and wool of approximately \$3,200,000.

The directors meeting followed a one-day meeting of delegates to the council with 99 delegates present in person or by proxy. The delegates heard a preview of an expanded program for lamb and wool promotion and advertising by the council through its advertising and publicity agencies.

Don Clyde, of Heber City, Utah, was re-elected president of the ASPC and chairman of the board for a second one-year term. Other officers re-elected include Walter Pfluger of Eden, Texas, vice-president and chairman of the wool advisory committee; Farrell Shultz of DeGraff, Ohio, treasurer; J. M. (Casey) Jones, executive-secretary, and Mrs. Eunice Gray, assistant treasurer. J. R. Broadbent will again head up the council's lamb advisory committee.

The council's administrative advisory committee includes the officers, Clyde, Pfluger and Shultz plus Broadbent and Hugh Baber of Chico, California.

Directors hiked both the lamb and wool budgets to produce a greater impact to expand the demand for lamb and wool. The wool budget is set at approximately \$1,229,000, while the lamb budget is about \$1,673,000 for a total promotion and advertising budget of \$2,902,000.

Added to the promotion figures are administrative cost estimates of \$126,400; another \$86,100 for information and education; \$20,000 for a new statistical department to provide up-to-date information on lamb and wool movement to help plot a pattern for the promotion and advertising work; \$35,000 for all expenses incurred by directors while conducting ASPC business; \$3,000 for equipment and \$27,500 for an employees' benefit plan, bringing the total budget for the fiscal year beginning July 1 to \$3,200,000.

The employee benefit plan is a savings or retirement plan. It provides that the employee may put up to 5 per cent of his monthly pay into a savings fund, with the council then providing an additional 7½ per cent. Thus, if an employee chooses to put \$10 a month from his paycheck into the benefit fund, the council would add another \$15. This voluntary employee benefit plan is along

the line of plans conducted by other corporations and associations, including many wool grower groups.

Directors elected to hold the annual delegates meeting for a day and a half, rather than the customary day, in order to permit the delegates, who come from all over the country, to have more time to hear and understand the ASPC program and view materials developed by the council for promotional work. The director's annual meeting, which traditionally follows the delegates' meeting also will be for a day and a half.

The Lamb Program

Budget for lamb promotion and advertising for the fiscal year beginning July 1, 1960, will be \$1,673,000. This figure includes: purchase of all space in newspapers and trade publications (such as grocery trade magazines) and time on radio; the production costs for producing the ads, such as artist illustrations, photography, writing the copy, having metal plates made, and others; printing materials to be used to promote the ads, such as cutting charts, recipe folders, retail in-store posters of lamb dishes to tie-in the ad to the store and the lamb display; field people to work with retail stores and packers to help them merchandise lamb and home economists to work with housewives and school children to generate interest in lamb; the development of slides or motion pictures as teaching aids for both consumers and retail meat cutters and for the restaurant trade.

The board approved the expansion of the lamb program to include four Mid-west cities, Omaha, Des Moines, Kansas City and St. Louis. The potential for lamb sales in these areas is considered excellent since they are close to major sources of supply. Addition of these markets brings the total number of cities for lamb promotion and advertising to 25. Others are New York City, Boston, Philadelphia, Washington, D. C., Baltimore, Cleveland, Toledo, Detroit, Milwaukee, Chicago, Atlanta, Minneapolis-St. Paul, Denver, Salt Lake City, Houston, Seattle, Portland, San Francisco, Sacramento, Los Angeles and San Diego.

The advertising portion of the program again will rely heavily on newspapers, with some support by radio commercials. The council's advertising agency for lamb, Potts-Woodbury, proposed a greater frequency of ads, using slightly smaller space (six columns by

17 inches) in many cases than the full-page, four-color ads, and using two colors in some cases to capture the interest of readers, yet reduce the cost. Heavier promotions are planned for the peak periods of supply, September and January, with the full-page, four-color ads used.

The basic pattern planned for the coming year includes six promotions: (1) the cookout promotion for the summer months, (2) the September LAMBTIME, U.S.A., a full month's promotion replacing the two-week National Eat Lamb Week promotion; (3) a bonus offer promotion offering a carving knife and fork set with proof of purchase of lamb and a small cash payment. The premium will cost the ASPC nothing and will be practically trouble-free of details for the council and the retailer; (4) Christmas promotion, featuring "lamb for holiday eating," with lamb ads run during the period between Christmas and New Year's; (5) January "Cook Up a Lamb Feast" promotion, again hitting at the peak period of supply for feeder lambs, and offering one of the outstanding promotions of the year with a complete store-wide promotion on lamb and related foods for mealtime planning; (6) Easter promotion, promoting lamb as a "tradition" at Eastertime and featuring the festive lamb roasts . . . the leg, rack and crown roast.

In every promotion there will be an intensive merchandising support given by the council's field force in the promotion cities, including the lamb merchandising men who work with packers and retailers to encourage cooperation and offer merchandising assistance, and the home economists who work with women's groups, clubs, schools and colleges. In addition, every promotion is backed up with recipes and in-store banners to give each promotion a complete "package" plan.

Under present plans, the council will add a lamb merchandising man in the Seattle-Portland areas to replace Bill Lawrence, who will concentrate his efforts in the San Francisco Bay area. Another lamb merchandising man will be hired for the new four-city area in the Midwest, and a lamb cutting specialist may be employed later in the New England area. A lamb merchandising man presently employed by the council may be assigned to work part time as assistant to the department director and also work in the field at Denver and at Salt Lake City.

The Wool Program

Wool promotion and advertising budget for the fiscal year beginning July 1, 1960, will be \$1,229,000. This figure includes purchase of space for advertising, the cost of producing the

advertising, promotional work by field personnel, in-store training, merchandising with retailers, and all other phases of wool advertising and cooperative programs, such as the Make It Yourself With Wool contest in cooperation with the Women's Auxiliary of the National Wool Growers Association.

The American Sheep Producers Council will take over complete advertising and promotion work on wool under a division of the ASPC, the American Wool Council. This means the organization of a wool division at the ASPC's Denver headquarters, using much the same staff for supervisory work as is used for lamb.

At their annual meeting, the ASPC delegates heard a complete review of the new program for American-made wool products by the Grey Advertising Agency of New York City.

According to present plans, the American Wool Council will place its first year's promotion and advertising program in four categories, including a back-to-school promotion as well as children's wear, women's wear and men's wear promotions.

Media for the back-to-school women's wear promotion on wool will be *Mademoiselle*, *Seventeen*, *Glamour* and the *New York Times Sunday* magazine. For the men's wear back-to-school promotion, *Esquire* and the *New York Times Sunday* magazine will carry the story of natural wool. For the third back-to-school promotion, encompassing all types of wool merchandise, *Sunday* supplements are being selected in 12 cities.

A women's wear promotion is scheduled for October using *Vogue* and the *New York Times* magazine section, while the men's wear promotion in November will use *Esquire*, the *New York Times* magazine and *Holiday*.

A strong wool trade advertising program will be scheduled for the *Daily News Record* and *Women's Wear Daily*, highlighting fashion news in American-made wools and thematic retail promotion ideas.

A second phase for the American Wool Council's promotional program for 1960-61 is a joint advertising program with mills and cutters of both knitwear and woven products as well as non-competitive products compatible with wool. The Wool Council has allocated approximately \$275,000 for this purpose.

The council's ad program will be "packaged" with merchandising and sales training at the retail level. Preliminary plans are to gradually establish a field staff of fashion specialists who will work with retailers across the country. Eventually, a field staff of 31 fashion specialists and four coordi-

Not One, Not Two, But Quints!



QUINTUPLETS born January 13 to a Suffolk ewe in Troutdale, Oregon, are all in the "pink of health." The above photo was sent to us by R. A. Ward, General Manager, of the Pacific Wool Growers in Portland. Mr. Ward has a personal interest in the matter since he bred and sold the ram which sired the lambs. The ram was sold to Mr. and Mrs. Frank Hardie of Troutdale, who are shown in the picture along with the ewe and her five lambs. The lambs were handled by putting two on the mother, two on a second ewe and one on a third ewe.—A Pacific Wool Growers photo

nators will be located in a number of cities.

Home Sewing

Home sewing, climaxed with the Make It Yourself With Wool contest, will be another phase of the program.

The new wool council advertising and promotional program will lay stress on American made wool products in an effort to combat the rising tide of imported wool products which threatens to undermine the American wool industry.

Ads for the coming year will emphasize wool as nature's traditional fiber and point out that it is an all-season, all occasion, all-weather fabric which needs little care yet meets the requirements of proper tailoring and styling. The ads will be aimed at the consumer of moderate income.

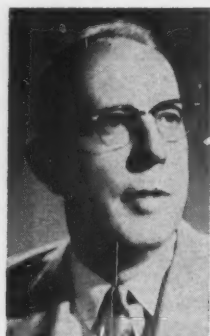
In the past the ASPC has conducted a cooperative publicity program on a matching-fund basis with Woolknit Associates and with Woolens and

Worsteds of America. Both of these programs will be continued under the American Wool Council. Cooperation will also continue with the Wool Bureau in New York City, which formerly handled the wool advertising and promotional program for the American Sheep Producers Council.

Supplementing the advertising and promotion program of the council is the national Make It Yourself With Wool contest, which this year will be conducted by the AWC. The contest will cover 20 states, plus another state on a first-year basis. Primary purpose of the contest is to educate American women, particularly those in their teens and early twenties, to the many advantages of home sewing with American-made wool.

For the first time this year an adult division will be open to women over 23 years of age, but only in those participating states which desire to include the new division. Until now it was necessary for contestants to be between the ages of 13 and 23.

The American Sheep Producers Council Presents:



Don Clyde



Evadna Hammersley



Walter Pfluger



Dorothy Groves

A Panel Discussion at the 95th Annual

NWGA Convention, San Antonio, Texas, January 25, 1960

Aims and Objectives of the Council by: Don Clyde, President

RECENTLY, I was interested in reading an article about our present economy in a business magazine. This particular writer said that during the forepart of January the value of goods and services in the United States was over a billion dollars a day. The writer went on to say that during 1960 he expected to see the general economy reach an all-time high of 500 billion dollars. He went on to say that in the golden sixties and by 1965, the value of all goods and services in this great country of ours would reach the 650-billion-dollar mark.

Going back to that 500 billion dollars—that interested me and I began to think about it. It will, of course, be the goal of all businesses of this country and most of the individuals to reach for a portion of that 500 billion dollars. Their future will depend on how much of that amount they get. We have approximately 175 million Americans in this country today, and during the year they will own approximately 500 billion dollars at some time or other. That money will accrue to them in some form and they will spend most of it, not all of it perhaps, but the major share of it. Every business is clamoring to get a portion of that money and, of course, their future depends on how much of it they get. They have to get enough to pay their expenses and show a profit or perhaps they won't be in business next year.

Now I wonder how much of that 500 billion dollars is going to accrue to the American sheep industry—how much for wool, how much for lambs? How much can we, as producers, reach out and legally and lawfully claim? Will it be enough to sustain us in our individual economy or will it not be enough; and will we suffer a loss which may lead to insolvency?

A Good Job

We in the sheep business have done a good job in raising a good crop of wool and lamb, and when these so-called experts (particularly these other organizations affiliated with farms and agriculture) begin to tell us they are coming out to show us how to cut our expenses and increase our efficiency, what little hair I have just raises straight up in the air! I am not against progress and I believe we can improve, but I think we have utilized information provided by the experts of the federal and state governments until we are raising a good crop of wool and lambs, and we are as efficient as any other agricultural business.

When it comes to marketing those products, I am certain we have become complacent. We have become so engrossed in raising our products, we have done nothing about selling or merchandising them or converting the people to their greatness. So we have lost our markets. We used to sell seven pounds of lamb per capita. We have dropped down to 50 per cent of that or

3½ pounds. We are climbing back up now, but we lost that much of the market.

With our wool, we lost practically all of it to the synthetics and to the imports of wool. We are building that back up now because we have turned toward improving our merchandising and impressing people with the great value of this—the finest fiber that has ever been known to man. We have good products. All we need is a good program to put them before the people and get out of this complacent attitude into which we have fallen.

If You Build a Better Mousetrap

You know, there's an old aphorism that "if you build a better mouse trap the world will beat a path to your door." I believe there were times when that aphorism was true, but today I don't believe it is entirely correct. Within the last 25 or 30 years a force or science has come into existence—that of advertising—and it has injected itself between the producer and the consumer, and no longer is the consumer beating a path to the door of someone who has a good product. Let me tell you this: the product which is selling the best today is not always the best product, but it probably has the best advertising and promotion program.

Last year, America spent 11 billion dollars in this advertising program. Today, whenever any successful business sets up its budget, there is a certain amount in that budget for the

advertising and promotion of its products. I think we sat back too long and became too complacent. I don't believe we can continue this business unless we get into the business of livestock and wool marketing and advertising.

Trying Something New

You have to do something to get the people awake to your products. In the ASPC organization we are trying to do something new and I frankly admit to you wool growers that it is an experiment, and I am not making any extravagant promises of what we can do. In the last year when I have been intimately acquainted with the program, I know that we can increase the sale of lamb about 20 per cent where we do a moderate amount of advertising.

I can also tell you that we are winning back from the synthetics their great monopoly of the wool industry, and that we are winning back from the foreigners part of the imported woolen market. We are discrediting the advantage that a foreign label guarantees quality. We are beginning to break into that trade. If we don't, there won't be any wool growing business.

So I say to you that we can sell lamb and we can increase the sale of your wool, and we hope to increase the price of that lamb. We hope to work with these processors who we feel are taking more than their share of the consumer price of lamb and get part of it back for you people. Today you are getting less than 45 per cent and they are taking the balance. We expect to do everything that we know how, but we have no cure-all for it. We are just simply conscientiously and seriously working to put wool and lamb back into the consciousness of the American public, informing the new generation that there is no fiber like wool.

We are trying with every means that we have at our command but we are humble about it. We don't know it all by any means. If you have suggestions we would like to have them. We are sincerely doing a job which we think is necessary. I don't know whether we can sell lambs and wool fast enough and whether we can sell enough of them to save this industry, but I know we have got to take a new approach and that we can't put all our time and all our money and all our talents back on the range to raise a good product and then not have a market so that they will sell at a sufficiently high price to compensate you for your expenses and give you a profit.

Resolutions for 1960

I would like to read the ASPC resolutions for 1960 as I view them:

1. We pledge our total efforts to advertise and promote the sale and con-

sumption of the finest fiber ever known to man—wool.

2. We pledge ourselves to do everything possible to convince the American consumer that a foreign label on woolen goods is not a mark or guarantee of quality.

We will do our utmost to educate the American consumers that they should buy domestic wool processed by American labor in American mills and manufacturing plants.

3. We will use every means at our command to increase the sale and consumption of lamb; to work unceasingly for the return to the producer of his just and equitable share of the consumer dollar expended for lamb.

4. We pledge ourselves to spend the funds entrusted to our care with the

utmost frugality and wisdom. No money will be expended until a thorough study has been made of the worthiness of every project.

5. We pledge the time, talents and facilities of the ASPC, within the bounds of our agreement with the Secretary of Agriculture, to assist the service organizations, such as the National Wool Growers, the National Lamb Feeders, and any other organization dedicated to the improvement and benefit of the wool growing industry.

In closing may I say that we in the ASPC will try to put into the sale of your production one improvement after another until we can raise the level of prosperity so that the industry can again have the dignity and the funds sufficient to maintain itself.

Wool Promotion and Advertising Methods

by: Walter Pfluger, Vice President

PRESIDENT Clyde has given you a resume of the aims and objectives of the American Sheep Producers Council, and I noticed that my assignment calls for an explanation of how these aims and objectives are carried out to fulfillment insofar as the wool advertising and promotion is concerned.

My job would be very easy if I could relate to you how we advertised and promoted wool in 1959-60 and say we intend to carry it along for 1960-61 in about the same manner with some modifications and new approaches. This is not the case today. About 75 per cent of our past methods have ceased to exist. By that statement, I am referring to the termination of the partnership between the executives of the International Wool Publicity and Research Fund, better known to us as the IWS, and the American Wool Council, which will become effective July 1, 1960.

Many of you are perhaps questioning why there is this termination of partnership. As this time is entirely too short to give you a full explanation of all of the events leading up to the separation of partnership between the American growers and the Dominion growers, I think I can sum it up in the statement that there are differences in political and economic approaches to our respective problems. In the opinion of many of our directors and in the opinion of many of the Dominion directors, this separation should never have happened, but it did.

(Editor's Note: Mr. Pfluger then reviewed the events leading up to the dissolution of the partnership between the American and the overseas growers. This was detailed on page 15 of the February issue and is, therefore, not reprinted here.)

Let's get back to what the ASPC is doing during the transition period. You

understand that in the offices of the ASPC we have not done any type of wool advertising or promotion. We have contracted all the wool money to either the Wool Bureau, Woolknits, or to Woolens and Worsteds. There was no division set up within the ASPC. The order of the board of directors setting up this division is now being put into effect and we refer to this as more or less of a transition period.

Be Patient

We ask you people to be patient with us. Be understanding because we can't help making some mistakes. We will try to make the least amount of trouble, but still we need your patience and understanding during this period.

The Wool Committee and the Denver office staff have been working hard to set up a fully integrated program for wool. The Grey Advertising Agency in New York City has been employed and they have been asked to present their proposals for an effective advertising program. The Denver staff and personnel from the agency are now working together preparing plans for the Wool Committee's review and approval.

For your information, the American Sheep Producers Council will use consumer, trade, home economics and educational advertising both directly and jointly in national magazines, Sunday supplements, and trade papers.

The advertising money will be invested jointly with wool manufacturers and mills producing woolen products, and also with related items such as luggage, flowers, airlines, etc. Consideration may be given to retail level advertising also, and on a joint basis. I have been talking about advertising and publicity all the time and haven't said anything about research. We fully

understand the value of research but under the National Wool Act our money cannot be used in that way. Therefore, we have to depend on the Wool Bureau, the Department of Agriculture and others to do our research for us.

Sales Training Program

In addition to direct advertising, the Wool Committee has in mind a comprehensive sales training and merchandising program. This is, in our opinion, very important to a successful wool promotion program. We have a sales training guidance program we are paying for now which is being handled by the Wool Bureau. We intend to set up in the Denver office a merchandising and sales program on wool.

In addition to the advertising, merchandising and sales training programs, the ASPC will continue with the Make It Yourself with Wool and the Miss Wool of America programs. These are grower programs. I would like to call to the attention of the ladies that I think you have a fine vehicle for promoting and publicizing wool in the sewing contest, but it is costing approximately \$200,000, or \$27.00 per contestant. This program can no longer remain a homespun program costing that much money, but should be extended into other cities, the contestants increased, and the cost cut.

The Miss Wool of America program hasn't been too expensive, but since the Wool Bureau has declined to carry it on all the cost will fall on us. This year something like \$40,000 has been spent on the Miss Wool of America program. The city of San Angelo put up about \$20,000, the ASPC some \$10,000, and the Wool Bureau, \$10,000 or \$15,000. We have asked Woolens and Worsteds of America to take over the Miss Wool program for 1960-61.

This program can produce a great impact for wool and can be used very effectively in our publicity, promotion and advertising program. However, here again, we must expand the program to obtain more for the money invested to get the maximum results.

During 1959-60, 25 per cent of our wool money was allocated to the Woolknit Associates and Woolens and Worsteds of America. For 1960-61, approximately 12 per cent will be allocated. The Woolknit Associates for 1959 endeavored to cover publicity, promotion and joint advertising. For 1960 and 1961, all advertising will be handled directly by the wool division of the ASPC. However, \$60,000 has been budgeted for publicity on a joint basis with the woolknit mills and manufacturers. This publicity will be through national editorial coverage, photos, fashion reviews, color charts

and the like. Our association with the agency handling woolknits has been very productive. Woolknits have enjoyed great popularity. I want to give credit here to the Wool Bureau, too. They have done an excellent job for woolknits. We even have raincoats now made of woolknits.

Promoting American-made Wool

Woolens and Worsteds of America was organized as a partnership with American mills and manufacturers for the purpose of promoting American-made wool products. This organization has a budget of \$150,000, of which we contribute \$75,000.

I might say that Woolens and Worsteds has only been operating since June, 1959. It is too early to evaluate the effectiveness of this endeavor, but the principle is sound and this is the first time that the American growers and some 100 mills and manufacturers have joined hands for a common cause. Their continued existence is essential to the American wool grower as we have very little, if any, other market for our wool.

All this adds up to the neat sum of \$1,300,000 which will be spent by the wool division of the American Sheep Producers Council to secure as good a market as possible for your wool and mine.

The Work of Home Economists in the Field

by: **Mrs. Evadna Hammersley,
Director of Consumer Sales
and Mrs. Dorothy Groves,
Field Economist**

Mrs. Hammersley:

It is always a real pleasure to be able to come before you to tell you about the work of our department. The real work is done in the field by our merchandising men and our field home economists.

It has been indicated to you this morning that, to date, our work has been confined to the promotion of lamb. Our home economists are located in some 20 cities throughout the United States. We wish we could have home economists in every state in the union, and perhaps some day we may be able to do that, budget permitting. Certainly the work that these people do is invaluable to our industry, and we are all most interested in accomplishing the good that can be done that way.

We are extremely proud of the type of people we have on our staff, and certainly the person we have right here in Texas is no exception to this rule. Instead of my standing here and telling

you about the work of the Consumer Service-Sales Department, I have asked our Texas home economist to join me here this morning so that you will get an idea of how a typical home economist on the ASPC staff works. She is Mrs. Dorothy Groves who hails from Houston. She is based in Houston because it happens to be one of our promotion cities. She came to us with a very fine background in the field of home economics. She is not only well grounded in the subjects that are necessary to carry on this work but she is promotionally minded. That is very important. Our people have to have good judgment and they have to have, as I term it, good built-in self-starters. Mrs. Groves certainly has a good built-in self-starter. She carries it right along and does a beautiful job.

Her experience includes serving as director of the test kitchens of the Better Homes and Gardens magazine, baking specialist for the General Foods Corporation, home economist for the advertising agency serving Wesson Oil, quality control work for the Omar Baking Company, and also vocational homemaking teaching in various high

schools in the state of Iowa. She has her Bachelor of Science degree from Iowa State College and has done graduate work at Oregon State College.

Mrs. Groves:

As home economist for the American Sheep Producers Council, I have one of the most wonderful stories I have ever had to tell the public, and we have a vast treasure of materials that we use in presenting this story.

The first and most valuable piece of material that we can have is our product. We have a fine red meat high in nutritive quality, delicious to taste, that offers a wide variety for the day's meals. In all of our contacts with the public we not only talk about this product but we always have some of it present for people to observe and taste because, after all, lamb does a lot of speaking for itself if it is just given a chance.

We have some excellent color slides which show raw cuts of lamb and the same cuts after cooking. I would like to show you a few of these so that you may see the sort of image of our prod-

uct that we convey to the public and see if you don't think it is a very pleasant and attractive one.

(Editor's Note: Slides were shown featuring lamb shanks and neck slices, breasts, riblets, shoulders, chops, steaks and legs.)

I always think of the schools first in our promotion program. It is of prime importance to educate young folks who are building their food habits. If they are sold on our product now we won't need to worry about them too much after they grow up.

A teacher's manual we have prepared contains everything the teacher needs to teach the complete lamb story. Incidentally, not too much of that information is in their high school text books.

When we conduct a lesson for a home economics class, we generally start by using one of our educational films—"Let's Have Lamb" or "It's Lamb Time." After the subject has been introduced by this film, we have an opportunity to build a very nice discussion relating the information they have gained in the film to pleasant family living. The teachers like this approach very much.

We always demonstrate the preparation of some lamb dish and serve samples to the students. Sometimes we find as few as 10 per cent of the students in a class who have never tasted lamb. There's one thing about these young folks—they are always game to try. I have yet to find one who wouldn't try it, and the enthusiastic response is a real thrill. It makes the whole effort worth while.

Our aim, of course, is to stimulate these home economics teachers to teach their own lessons on lamb so that we will get a more far-reaching effect.

Another classroom contact that is so important is the college foods and nutrition class. These girls are trained to be home economists, and so a message to them goes much further than just the individuals in the class. When they graduate they will be in position to really help us to educate others. To them we can give all the technical information we have—results of research projects, nutrition valuations, preparation methods, and even meat cutting techniques.

Just recently we had an opportunity to conduct a class at a college in my territory. Al Hardt, the meat cutting demonstrator for the Council, conducted this class with me. He showed all the cuts derived from the shoulder and breast section of lamb and I discussed the preparation and cooking of it. Then we served the students boned shoulder roast with attractive garnishes. The interest was extremely high with this group. After we finished they flocked around the demonstration

Lamb Dish of the Month



EXCLUSIVE RECIPE FROM ASPC

EASTER Sunday is the occasion for a special dinner, and family and friends will agree, there's no better choice for the menu than a delicious leg of lamb. Lamb has been served at this season for many centuries, dating back to European traditions and brought to the United States by immigrants. For a large, festive gathering, lamb roasts are easy to prepare and will go a long way.

Add a tasty flavor note and a festive color touch to the roast by baking the meat with spices, pineapple and apricots.

tables to see the cuts more closely and to ask questions. As a result of this contact, the instructor of this class has requested that this be a regular event each semester for this particular food and nutrition class. This, of course, pleased us very much.

Home economists employed by our gas and electric companies hold cooking schools to demonstrate ranges and other equipment. The meat cookery demonstrations are very popular with them because they provide an opportunity to show all the features of the range very easily. At our suggestion, these home economists are very cooperative in using lamb in these demonstrations because they find it adds new interest to the program.

Spiced Leg of Lamb (Makes 6 servings)

- 1 5-pound leg of lamb
- 1 teaspoon salt
- ¼ teaspoon pepper
- 1 teaspoon ginger
- 1 1-pound 4-ounce can pineapple chunks
- 1 1-pound 13-ounce can apricot halves

Place lamb on rack in roasting pan. Sprinkle with salt, pepper and ginger. Bake in slow oven (300°) 3 hours. Drain fruits; reserve 1½ cups sirup. Pour sirups over lamb. Arrange fruits around lamb. Bake 15-30 minutes, or until meat thermometer registers 175-180° (depending upon desired degree of doneness). Garnish as desired.

We have wonderful opportunities for telling our story through mass media—through newspaper and magazine food pages, television, and radio. Our public relations firm, Theodore Sills, prepares exclusive releases each month for all the newspapers and for the radio and television stations in each city.

We have another large area to cover in our presentation of programs and that is the club groups. Any group of fifty or more may call on us for this service.

Sometimes we have opportunities to serve lamb appetizers and pass out recipes at conventions and such affairs where large groups of people will pass

(Continued on page 33)

New Mexico Growers Ask Adequate Protection, Freedom of Marketing, etc.

At the time our March issue went to press, we had not received the resolutions adopted by the New Mexico Wool Growers at their 57th annual convention in Albuquerque, February 7-9. Therefore, a digest of these resolutions is given below:

Lamb

Requested the Secretary of Agriculture and U. S. Tariff Commission to make full use of all powers they now have to limit or prohibit imports of lamb.

Asked that imports of meat conform to the same inspection and killing standards enforced on domestic producers, processors and packing plants. Further asked that any pre-packaged or processed meat products be inspected to conform to the rigid Food and Drug regulations of the U.S.; that any costs of inspection and supervision be born by exporting countries.

Requested that tariffs be increased and quotas established based on past imports.

Urged the Secretary of Agriculture to continue his efforts to terminate federal grading of lamb.

Commended Secretary of Agriculture Benson for his understanding of, and his interest in, the problems of the American sheep industry and his forthright action in attempting the suspension of lamb grading.

Condemned the practice of consignment killing.

Recommended that work on lamb carcass studies be accelerated.

Requested that the USDA expand its sheep and lambs on feed report as follows:

- Issue a comprehensive numerical report of sheep and lambs on feed as of November 1 for 26 to 28 of the most important feeding states.
- Issue a comprehensive numerical report of sheep and lambs on feed as of March 1 for 26 to 28 of the most important feeding states.
- Issue a comprehensive numerical report as of March 1 of the number of early milk lambs (springers) that will move to slaughter during late March or April for six or eight of the important early lambing states.

In connection with the Packers and Stock Yards Act, asked that:

1. No regulation or directive be considered that would in any way eliminate, narrow or suggest that an individual cannot avail himself of any sale for his products that he may deem satisfactory;

2. The relationship between buyer and seller not be tampered with in any way that would preclude sales at country points under terms and conditions that are acceptable to both parties;

3. Every producer be given the freedom of choice to market his product through any channel such as country sales, auction, central markets, dress and grade or any other manner which he may desire.

Strongly urged that as long as federal grading of lamb is in effect, a procedure of periodic review of grading be established.

Expressed pleasure that the Secretary of Agriculture and the House Committee on

Agriculture have recognized the need for an immediate investigation of dressed lamb marketing and pricing with particular emphasis on the effect of lamb grading on these practices. Urged that the proposed study be made by an independent and disinterested organization or college rather than by the Agricultural Marketing Service.

Wool

Requested that continued legislation be planned to extend the National Wool Act at least until the U. S. production goal of 300 million pounds of shorn wool annually has been reached.

Requested that efforts be continued with all expedience toward the protection of domestic producers through adequate tariff regulations.

Urged all wool growers to give their personal support to the industry. Asked that they look for opportunities to point out the quality and advantages of wool apparel, upholstery and carpets. Requested that all growers lend their support to promotion programs such as the Make It Yourself With Wool and the Miss Wool contests.

Commended those automobile manufacturers who are using wool upholstery and urged their members to specify wool upholstery when buying a car.

Urged all New Mexico growers to maintain the national recognition their wool has earned by giving particular care and attention to the proper preparation of the 1960 clip.

Urged growers to supervise shearing so as to minimize double cuts.

Urged all New Mexico growers to attend a session of the wool grading school being conducted by the New Mexico State University.

Commended and thanked the state and district directors, contestants, donors of awards and all others who gave of their time to the Make It Yourself With Wool contest.

Supported and encouraged the American Sheep Producers Council to continue its splendid work in every line of promotion.

Public Land Matters

Expressed continued and vigorous opposition to the enactment of any wilderness legislation.

Further, expressed resentment at the propaganda that wilderness legislation is supported by all conservation groups.

Stated that if wilderness legislation is adopted, the officers and staff of the association shall be given discretion to support any and all amendments to the bill to reduce the anti-conservation impact of the legislation.

Respectfully petitioned the President of the United States, senators and representatives of the U. S. Congress to: (a) Preserve the water rights of the individual and the states and to prevent federal usurpation of these rights; (b) see that legislation is initiated and supported to re-establish to the individuals and the states the rights taken from them by the federal courts and the Justice Department; and (c) in every way possible reaffirm, renew and defend the concepts that water rights are property

rights and these established rights to the use of water by a state or individual should not be taken away without due process of law and adequate compensation.

Recommended passage of S 2878 and HR 9929 regarding adjustment on Indian and non-Indian land-use areas in western New Mexico, providing certain amendments are attached.

Expressed sincere thanks to the governor of New Mexico, state and federal agencies for aid given in a recent severe snow storm.

Urged state officials to take steps to correct the inadequacy of storm clearing equipment in order that they may be able to improve their services to the public by keeping highways open for travel, and to those living adjacent to such highways in keeping accesses open and usable.

Recommended further that the New Mexico Wool Growers president appoint a committee of the number he deems desirable with the authority to meet with the State Highway Department, the State Highway Commission and any other interested parties to work out ways and means to correct these deplorable conditions.

Regarding the proposed sign posting order on Department of Interior lands, recommended full compliance be given if such order is put into effect. In order to properly safeguard the land from over-use and abuse (both private, state and federal) requested that the state game and fish agencies of the respective states who also issue licenses and permits to use these same lands be required to police these lands in the interest of conservation and to prevent vandalism and destruction to private property and that the Fish and Game Department be required to reimburse ranch owners for any damages or vandalism which occurs on the rancher's property and to make sure sportsmen keep their cars on designated roads.

Requested that in order to make sure the Secretary of Interior does carry through the principal objectives of the Taylor Grazing Act, the BLM first issue to the respective state game agencies, specific stipulations as to the number of licenses that may be issued in or on a given area of federal land.

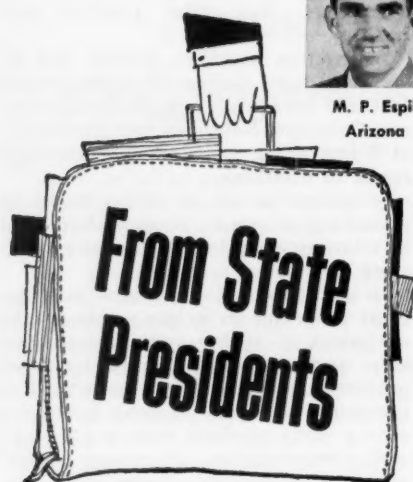
Recognizing that the three-year study of the New Mexico Land Resources Association is one of the most comprehensive studies of land matters ever presented to the general public (including recommendations for land use and land management of lasting value to the state), recommended that the New Mexico Wool Growers endorse the study and findings of the Land Resources Association. Further requested that the state legislature and the United States Congress adopt legislation which will facilitate the recommendations of the report.

Stated there is evidence that many applications for five-acre homestead tracts are made for something other than bonifide homesteading sites, in some localities these applications joining end to end for long distances, which interfere with proper land management from a conservation standpoint as well as from other multiple uses. Therefore, urged that the BLM not classify and grant five-acre tract applications under such circumstances.

Supported the principle that priority of preference for purchase shall be given to the present users of LU lands in the event these lands are offered for sale. Further requested that a long-time purchase contract be made available in such sales.

Recognizing that the agricultural conservation program for permanent conservation work is beneficial to all citizens of the United States in conserving soil and water

(Continued on page 33)



Bad Weather Delays Shearing in Texas

BAD weather and excess feeding is the order of the day in Texas at the present writing (March 12). Temperatures of record cold for this late season are being set almost every day.

Feed values in the tall grasses of Texas were reduced last November 20 when an early freeze (the earliest of record) froze the grasses long before they were matured, which has necessitated more feeding of both proteins and hay than we had during the seven-year drought.

The goat man is plagued with a problem. It is past time to shear and the goats are shedding hair. If he shears he has no goat left. If he does not shear he has no hair left. The mohair market has been most active and advancing. Fully 75 per cent is sold, mostly for export around the world. In dollar revenue, the Texas mohair clip equals the wool clip.

All Texas is looking forward to a most enthusiastic meeting and selection of Miss Wool of America at San Angelo in May. Make your plans to attend now.

The president's office wishes to acknowledge the fine letters of appreciation from the girls of the 20 states who participated in the Make It Yourself With Wool contest held at San Antonio in January. I am also pleased to note that the number of entrants in the U. S. reached approximately 17,000. Nothing finer could be had for the promotion of our product. Come back to Texas when you can.

—**Lucius M. Stephens, President**
Texas Sheep and Goat
Raisers Association



M. P. Espil
Arizona



W. P. Rickard
California



Marshall Hughes
Colorado



Wilbur F. Wilson
Idaho



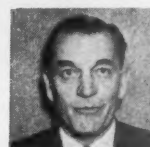
Dan Tavenner
Montana



Stanley C. Ellison
Nevada



W. E. Overton
New Mexico



Ken Johnson
Oregon



Martin Tennant
South Dakota



Lucius M. Stephens
Texas



Welby Aagard
Utah



Parm Dickson
Washington



J. Norman Stratton
Wyoming

New Mexico President Goes to Washington

PROSPECTS for a clean wool crop in New Mexico are very good this year. Generally speaking, New Mexico has had an abundance of moisture this winter. Many sheepmen are shearing or getting ready to shear and the prospects are very good for early grass, consequently a good lambing. Coyotes are worse than they have been in many years in some areas.

The Board of Directors of the New Mexico Wool Growers, Incorporated, are having a meeting in Albuquerque March 22 to go over some association business. Matters to be discussed at this meeting are: (1) where and when to have the sheep range tour; (2) where and when to have the next quarterly meeting, etc.

I plan to go to Washington to appear before the Tariff Commission on March 22 to urge restrictions on importations of lamb and mutton.

—**W. E. (Hi) Overton, President**
New Mexico Wool Growers, Inc.

Thank You, Senator O'Mahoney

I have just finished reading Senator O'Mahoney's lecture to the Senate Interior Committee on the wilderness bill. He spent considerable time and thought on this and was not influenced by the sweeping trend toward taking our national resources away for a single

use—recreation. I am sure we are fortunate in having a man like Senator O'Mahoney and we thank him for his clear thinking.

Now we have the multiple-use land bill, which could be an answer to some of the proposed legislation that has been appearing so frequently. It would legalize the multiple-use management of the Forest Service and be a defense against pressure of certain groups to transfer sizeable areas of national forests to national parks or some other single use.

We hope that by the time the April Wool Grower is printed, the Tariff Commission will have taken some action against the increasing foreign importations of lamb and mutton.

—**Ken Johnson, President**
Oregon Wool Growers Association

Marketing Proposal To Receive More Study

I was very pleasantly surprised at the response to my letter in the February issue of the National Wool Grower, as expressed in the quiz in the March issue. Somehow I got the impression at the San Antonio convention that this was a concept very few people were even willing to talk about; that it was perhaps ten years too early.

Certainly this is a very complex and involved idea, and probably no two of us are thinking along exactly the same lines. But basically what is involved, as I see it, is whether or not we are willing to admit that our present system

(Continued on page 23)

University of Wyoming Sheep and Wool Short Course Successful



Sheep and wool men looking at fleeces on display during the Sheep and Wool Short Course. Pictured left to right are: E. G. Madison, Torrington, Wyo.; Amir Behnam, Tehran, Iran; Bill Ruffing and Tom Moody, both of Crawford, Neb.; and Henry Carlson, Castle Rock, S. Dak.—Photo by Russ Fawcett

MORE than 30 sheepmen, wool specialists and students from six western states and several foreign countries attended the 33rd annual Sheep and Wool Short Course February 3-6 at the University of Wyoming, Laramie.

Alexander Johnston, University wool scientist and short-course manager,

reports that sheepmen and others enrolled in the course came from Nevada, Montana, Colorado, Nebraska, South Dakota, India, Peru, Iran, Turkey, Scotland and all parts of Wyoming.

The workshops and discussion sessions—set up to emphasize practical

ideas helpful to western range sheepmen—covered range management, wool and lamb pools, lamb production, wool technology, and wool judging and grading.

Instruction sessions, panels and illustrated talks during the 4-day course featured speakers from Scotland, Kansas, Colorado, Nebraska and University of Wyoming agricultural extension and research divisions.

Important points in culling flocks by visual selection were covered. Selection by weaning weight of lambs was emphasized.

In lamb production sessions, management programs to help sheepmen take advantage of spring and summer markets were outlined. Using irrigated pastures to speed lamb growth and lambing in January to raise lambs for strong early markets were suggested.

A demonstration of carcass differences in butchered lambs was conducted. It was explained how lack of meatiness and over-fatness builds buyer resistance and hurts processors, feeders and producers.

Studies are now under way at the University for testing body measurements as a means of picking meaty lambs on the hoof.

In sessions on wintering and feeding yearling ewes, it was pointed out that undersized yearling ewes often fail to breed and contribute to low lamb crops.

To solve the problem it was suggested that range ewe lambs be sent to winter on farms for better feed or that special concentrate rations be given to ewe lambs wintered on the range.

World Research Organization Formed

A world-wide research and product development organization for the wool industry is now being formed and will begin operations about July 1, 1960, Max F. Schmitt, president of The Wool Bureau, Inc., has announced.

The new organization is tentatively known as The International Wool Development Company. It will sponsor wool research and pass on the benefits of this research to mills, manufacturers and other components of the wool industry.

Mr. Schmitt indicated that the new non-profit company will spearhead the most systematic world-wide sponsorship of wool technology ever undertaken. It is being established by the wool boards which represent wool growers of Australia, New Zealand and South Africa. Details of the program have not been fully worked out, and the final status is still subject to approval by the executive of the wool boards at a meeting in London in May.

In the United States a division of the international organization, operating as a separate and independent corporate entity, will take over the functions of the Department of Science and Technology of The Wool Bureau, Inc. Dr. Gerald Laxer, currently director of the department, will head a much enlarged technical staff in the new U. S. development corporation.

The ultimate size of the technical staff in the United States has not yet been determined. Recruiting of scientific personnel is already underway in Europe and England, where headquarters of the international organization will be established in London.

Chief functions of the development corporation will include the acquisition of inventions for new processes and finishes; patenting, developing and licensing these inventions; and providing a technical advisory service to woolen mills and other elements of the wool industry in order to encourage the

adoption and marketing of the new techniques.

The development corporation is expected ultimately to operate in most of the 17 countries where the International Wool Secretariat now functions. In the United States the development organization will take over some noteworthy projects in wool technology currently in progress.

One such development is a process for setting permanent creases and pleats in wool garments. Originally known as Si-Ro-Set, the permanent creasing solution is now being applied to wool garments sold through some 2,500 retail outlets in the United States.

Other current research projects include research in the basic characteristics of the wool fiber; the development of lightweight wool worsted suiting fabrics which will be wrinkle-resistant without resort to chemicals; and the engineering of wool fabrics which are washable in home laundry units without felting shrinkage.

Hopi Indians Present "Prayer Feather" to Utah Family

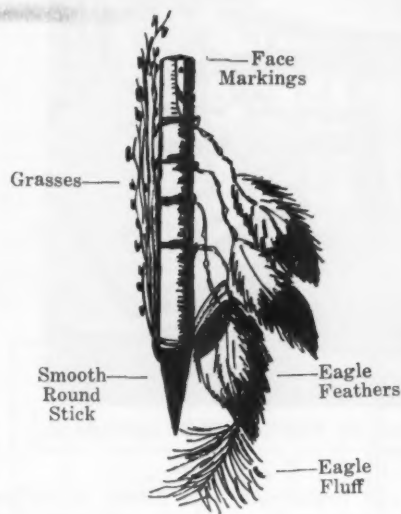
By: Mrs. J. Wallace Wintch
Manti, Utah

SHEEP have always been and will continue to be significant to man's well-being. Evidences of sheep and their predecessors are found in some of the earliest human habitations.

The Spanish explorers are given credit for bringing sheep to our own continent. Some of these soon came into the possession of the Navajos, today's largest Indian tribe. This tribe is referred to as "a nation of shepherds" and "the people of wandering flocks."

It is taken for granted the Spanish taught the Indians how to weave with wool. According to legend, however, when the world was young "Spider Woman" taught many things to the Indians—how to weave with wool, how to make designs and how to find dyes in desert plants, to add color to the natural browns, blacks, greys and whites of wool.

Using the wool, the meat and some-



times the milk (for cheese) flocks became more valuable to the tribes. Over the years Indians improved their sheep

and the sheep improved the life of their owners. The shepherds wandered, but not as far as formerly and their natures became less fierce. War and flocks of sheep did not go well together.

Another great people are the Hopis, who claim to be the oldest of all tribes. Their continued life on the Mesas for centuries attest to the meaning of Hopi—"Peaceful." Having sheep is still a way of life for numbers of the Hopis. The esteem and concern with which they hold their flocks is evident in the creation of their "Prayer Feather." Porter Timeche, a Hopi friend who has a band of sheep, recently sent us a "Prayer Feather" with this accompanying letter:

"This 'Ba-ho' or 'Prayer Feather' is made for your herd of sheep. It is made in the Kiva during the So-ya-luna ceremony on Christmas day. This is made to hang in the sheep corral and is put up high enough so nothing can harm it.

"It is made for the purpose of having plenty of rain, better grass, more sheep and a healthy strong herd. You will notice the grass attached to the prayer stick and the corn husk. It is put there for the herd to have plenty of good food—the corn husk is filled with seeds. The feathers are genuine eagle feathers."

State Presidents (Continued from page 21)

of marketing is working reasonably well. Are we satisfied with what we have? If so, then there is no problem. I am convinced that a majority of sheepmen think there is a problem, and a big one, and that now is a good time to start getting specific about ideas to change it.

I think that we have gone further into the promotion and advertising field than anyone would have dared imagine ten years ago, and I think that this was the necessary first step. Without a solid demand for our product, we are in a completely untenable position. We are getting the job done and making a good impression in the promotion field, but now we have the problem of getting ourselves in position to reap the rewards of advertising. We have made our pitch on the import angle, and won't know for some time whether we have done any good or not. If we haven't, we will try again. This I see as the necessary second step. The third step is going to be getting our share of the consumer dollar in the U. S.

It will take some bold thinking, as did the conception and implementation of the Section 708 of the Wool Act. Incidentally I don't think that a promotion program big enough to do any good could ever have been initiated on a com-

pletely voluntary basis, when you consider the fact that of the 320,000 individuals who own sheep in this country, 48.5 per cent or 155,000 of them own less than 25 head of sheep.

I do think that a marketing program could be effected on a voluntary basis. I would be unwilling at the present time to assume that it cannot. It would not need to encompass a packing and distribution system. It should not, in my opinion. It would be absolutely necessary to recognize the difference in quality of the product of individual growers. It would basically involve a recognition on the part of the producers of fat lambs that they are in a poor position to bargain with packer buyers on an individual basis and a willingness to let an agent of their own choosing and with their exclusive interest at heart perform this function for them. It would not be necessary to handle all the fat lambs in this way—somewhere near 50 per cent would be sufficient to exert a great influence on the market. There could be danger in too much concentration of power—the tendency would be to abuse it eventually. Competition is a healthy thing, even for cooperatives, but the way it is now there is very little competition for our lambs. Also involved should be research and information directed toward influencing a more uniform supply, both from a quality and quantity standpoint.

This is not an attempt to over-simplify the problem, but rather to get it on the table for discussion. President Josendal has appointed a committee to explore these ideas and others relative to marketing. It will take a lot of time to develop ideas on this. It is hoped that a tentative report can be made at the midsummer meeting of the Executive Committee in July. I would appreciate receiving both general and specific thinking on this for consideration by the committee.

—Marshall Hughes, President
Colorado Wool Growers Association

NWGA Executive Committee to Meet in Salt Lake City

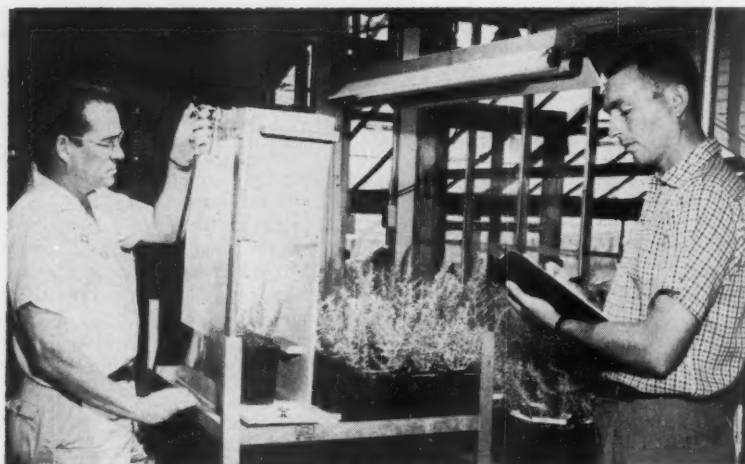
THE summer meeting of the National Wool Growers Association Executive Committee will be held at the Hotel Utah in Salt Lake City, July 19 and 20.

The Executive Committee at its meeting in San Antonio directed the officers to make the final decision as to the time and place of the mid-summer meeting after checking several possibilities.

A block of sleeping rooms has been reserved at the Hotel Utah and reservations may be made directly with the hotel.

Any member of the NWGA desiring to attend the Executive Committee meeting is cordially invited to do so.

Halogeton Research Promising



Herbicides to control halogeton are tested by USDA research scientists at laboratory in Logan, Utah.—USDA photo

A three-way research attack on halogeton is showing how to control this poisonous weed infesting about 10.5 million acres in the semiarid West, the U. S. Department of Agriculture reports.

Herbicides offer most promise so far in controlling the strongly competitive weed in small areas, according to USDA's Agricultural Research Service. Research is underway to develop grasses and shrubs to reseed ranges after halogeton is removed. USDA scientists also are trying to find insects that attack the weed. Other studies,

still preliminary, are aimed at finding weaknesses in the weed that may offer new possibilities for several methods.

Cooperating with the Agricultural Research Service in efforts to control halogeton are the U. S. Bureau of Land Management, U. S. Bureau of Reclamation, and the Idaho, Utah, Nevada, Washington, and Wyoming Agricultural Experiment Stations.

Scientists consider loss of grazing land the greatest danger from halogeton. This Asian weed, which slightly resembles Russian thistle, is spreading into an estimated three-fourths million

acres each year. Halogeton does not infest most crop land, because cultivation provides effective control.

Some 10,000 sheep have been poisoned by halogeton. Sheep ranchers, however, have learned to keep flocks off infested land, and losses have been somewhat reduced. Other livestock avoid eating the unpalatable weed. Oxalic acid in halogeton removes calcium from the blood of animals that eat the weed.

Herbicides are practical for control of small new infestations, along roads, on the edges of larger infestations, and along sheep driveways and in holding areas. Scientists in Idaho obtained good halogeton control by annually spraying two pounds of a low-volatile ester of 2,4-D in 15 gallons of water per acre in June. Surviving plants found before July 10 were resprayed or removed mechanically.

Plants still present in late July or early August, before seed set, were effectively treated with four pounds of the 2,4-D and one quart of DNBP (a general contact dinitro herbicide) in 15 gallons of diesel oil per acre.

Complete pre-emergence control for two years, with less damage to desirable shrub vegetation than from 2,4-D, was achieved by spraying four pounds of 2,3,6-TBA per acre in the fall or early spring.

As a soil sterilant, monuron at the rate of 40 pounds per acre provided effective halogeton control for five years on medium-textured soils and two years on coarser soils.

Although progress is being made with several grasses and shrubs in reseeding studies, researchers find it difficult to establish desirable plants on many sites occupied by halogeton. Crested wheatgrass was successfully established on low-salt soils, but few successful reseedings have been made with salt-desert shrubs on salty soils.

Two ARS entomologists stationed in Morocco, where a species of halogeton grows, are seeking insects that attack the weed. Halogeton-attacking insects have been found in other countries on different species of the weed. However, most of the insects thus far investigated cannot be used because they also attack sugar beets, which are grown extensively in the West.

slowed development. Excellent range feed is in prospect since moisture is plentiful. Early movement of lambs is below last year. Peak marketings are expected about the usual time in early May.

California: The early lamb crop in California is expected to be larger than a year earlier due to a 6 per cent larger

(Continued on page 40)

Early Lamb Crop 2 Per Cent Above 1959; Development Slower

THE number of early lambs in the principal early lamb producing states is about 2 per cent above a year earlier based on reports about March 1, according to the Crop Reporting Board of the USDA. The number of breeding ewes in these states on January 1, 1960 was 5 per cent more than a year earlier, but the proportion of ewes lambing early is below a year ago. The number of breeding ewes on farms and ranches January 1 was above the previous year in seven of the 10 states. Declines were shown in Missouri, Kentucky, and Tennessee. The 10 important early lamb states are Missouri, Virginia, Kentucky, Tennessee, Idaho, Arizona, Washington, Oregon, California, and Texas.

In general, the growth and develop-

ment of early lambs has been slower than normal. Feed grain and hay supplies have been generally adequate in the early lamb states.

Weather was generally favorable in January, but weather during the latter part of February was unfavorable, particularly in Missouri, Kentucky, Virginia, and Tennessee due to heavy snows and severe winter storms.

Considerable supplemental feeding has been necessary in most of the early lamb states.

Texas: Present indications point to a larger early lamb crop due to an increase of 9 per cent in ewes as of January 1. The per cent of total ewes lambing prior to March 1 was about the same as a year earlier. Unusually cold, wet weather after mid-February has

Import Threat (Continued from page 13)

trade. He said that while very little actual offerings of Australian and New Zealand lamb in the Bay area have been made in the past few months, the possibility of the arrival of imports is a constant threat. Thus it makes it difficult for the buyers and slaughterers of domestic lambs to plan and carry out packing house operations.

Mr. Henry S. Hindler, general manager of Goldring Packing Company, Los Angeles (the largest slaughterer in the area, slaughtering around 60 per cent of federally inspected lambs), is extremely disturbed over the importation and slaughter of live Australian lambs. He says that the importers of cheap, foreign lambs are in a position to constantly under-price competitors who purchase and slaughter domestic lambs. The situation is especially damaging, he says, in that large offerings are and can be made to the various large volume chain store buyers.

An interview was had with Mr. Sidney Ginzer, president of the Modern Meat Packing Company of Norwich, California, the firm which has been processing most of the imported live Australian lambs. Mr. Ginzer says that he has no desire whatsoever to break the lamb market, but seeks to conduct a sound, profitable and expanding business. He says he used to kill 50 to 75 thousand lambs a year, but is now up to about 150 thousand and expects to get up to 250 thousand per year. He indicated that he is in a position to give the domestic lamb industry serious competition.

Mr. William Gum, sales manager of the Mace Meat Company, a division of Armour and Company, in Nixon, California, also was interviewed. Mr. Gum said that he thought imports of foreign lamb could have a definite effect upon U. S. markets. He said the trade is based upon supply and demand and that increased supplies from outside sources could depress prices in this area. He was of the opinion that the lamb raiser is the one that is hurt most by importation of lambs as the packers must buy and sell at lower prices in order to meet the competition of lower priced imports.

Potential Threat to Lamb Producers

That a strong economic incentive exists to use foreign lamb directly, or as a bargaining point to secure domestic lamb at a substantially reduced price, is evident when one studies the prices of domestic lamb as compared with foreign lamb landed in the United States.

The estimated comparative cost of fresh dressed domestic lamb in New York and frozen Australian lamb in

New York for 1958 and 1959 shows a substantial price difference ranging from a low of \$10.50 to a high of \$27.50 per hundredweight.

That these price differences were not unusual is evident in a similar comparison for the 10-year period 1950-1959. During this period the average cost for Australian imports averaged more than \$17.00 per hundredweight under American dressed fresh lamb. Stated in another way, the cost for Australian lamb was less than 65 per cent as much as the cost for domestic fresh lamb during the 10-year period.

Only in November of 1958 and December of 1959 did the price difference narrow to around 10 cents per pound. In all other months the difference was

all of 1959 totaled 1,203,000 head. This figure is 161,000 larger than the 1953-57 average for that area. The possible imports of 175,000 represents fully 17 per cent of the trade volume for all of that area.

Prices would have to be lowered substantially to move this additional 17 per cent of product in the area. If dressed lamb prices are lowered by this additional product, those price losses will be promptly reflected in the demand for and prices of live lambs, not only in southern California but throughout all the western area and possibly across the entire nation. Los Angeles, San Francisco and New York City, located in the centers of lamb consuming areas, are the national price registering centers for lamb. Prices for dressed lamb in these centers are immediately reflected in the live lamb markets throughout the country.

Impact of Mutton Imports

Most all the mutton produced in the United States as well as that imported is used in the preparation of manufactured meat products such as baby foods and table-ready meats, including sausage, bologna and weiners. In these uses mutton is in direct competition with low grade cow beef rather than with lamb. Depending upon price, mutton is substituted in varying degrees for beef in formulas for table-ready meats.

In light of its end use it is more difficult to evaluate the effect of the greatly increased imports of mutton upon prices of domestic mutton.

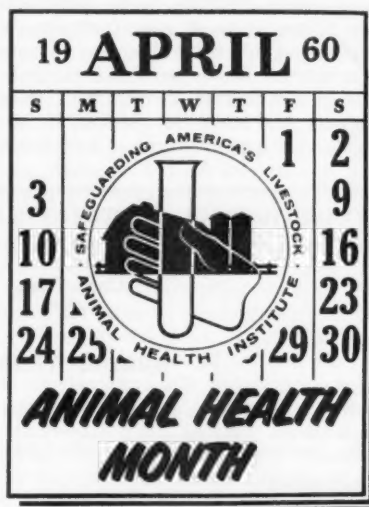
The problem becomes even more complex in light of the fact that imports of low grade beef have increased greatly in the last two years and have resulted in reduced domestic prices for cattle.

There are, however, several indications of price injury. First of all prices for sheep fell off sharply in 1959 as compared to 1958 with only a minor change in U. S. production. At the same time cow beef prices remained relatively strong.

A second general indication of price injury to United States producers of sheep is the widening price differential between canner and cutter cow meat and boneless fresh mutton.

It will be noted that prior to 1959 when mutton imports reached large proportions mutton prices were never less than 70 per cent and were normally 75 to 80 per cent of prices for canner and cutter cows. However, in July of 1959 the price of mutton fell to a low of 60 per cent of the price of low grade beef. During the period June through September, 1959, mutton prices averaged

(Continued on page 29)



greater than 14 cents and was as much as 27 cents. A reduction of even four cents per pound at wholesale would result in about a two cent reduction at the farm level. Such a reduction would result in serious injury to the American lamb producer—in fact it would be ruinous to the industry if allowed to prevail for any length of time.

Threat of Live Lamb Imports

The importation of live lambs for direct slaughter increased greatly in 1959. Most of the lambs came from Australia and were landed in southern California. Already in 1960 about 25,000 lambs have been imported. Based upon normal crossing time of three weeks between Los Angeles and Australia, the one ship now engaged in the trade is capable of transporting between 200,000 and 225,000 head of lambs per year. After allowing for experienced death losses, in excess of 175,000 lambs would reach the retail lamb trade.

The commercial slaughter of sheep and lambs in Kern, San Luis Obispo and eight southern California counties in

Shearing Commences in West; Some Wool Sales Reported

March 23, 1960

ALTHOUGH nothing spectacular was evidenced in the wool market for March, some activity has been reported in the middle and high 40's. However, despite all the sales, the total amount of new wool moving is still relatively small.

Shearing in the West and also in the fleece wool states was delayed because of bad weather conditions. Most reports indicate, however, that as soon as the wool is shorn buyers are on hand to make offers, with topmakers the dominating factor.

There is also an indication that growers are holding firm and not becoming panicky, which all tends to stabilize the market. Most sources report that wool prices are higher than they were last year at this time.

All of the Arizona wool clip has been either sold or contracted at prices ranging from 38 to 47½ cents per pound.

Most market observers now feel that the market will remain firm throughout the wool selling season. The average price received by growers is predicted to be 15 per cent higher than last year's average of 36.4 cents. The 10-month average price received by growers for April, 1959 through January, 1960 was 42.8 cents per pound. The February, 1960 mid-month price was 42.8 cents compared to 42.5 cents in January. According to the USDA, prices received by growers in the next few months can be expected to fluctuate at about the January to February level due to anticipated good demand for wool products, lower domestic apparel stocks and competitive prices of other fibers.

The average weekly rate of apparel class raw wool consumption in the United States during January averaged 5,138,000 pounds, a substantial increase from December's figure of 4,202,000 and somewhat above the 4,952,000 pounds a year ago.

World wool consumption during all of 1959 increased very substantially and totaled 3,180,000,000 pounds, a rise of 12 per cent from 1958. The largest increase was noted in the United States, the Netherlands, Japan, Australia and Britain.

Wool futures strengthened somewhat during the month, with the largest gains recorded on the March contracts. At the beginning of the month closing

quotations for March contracts were \$1.233 and had risen to \$1.26 by March 22. A gain of 1½ cents was also shown on the May and July contracts.

Apparently there are some bearish factors on the horizon. First of all, the U. S. Tariff Commission has submitted its report to the President on its peril point investigation to determine if the wool tariff rate quota is too low. If the Commission's findings were favorable to the domestic wool manufacturers, it is obligated to start its own escape clause action. Since the Tariff Commission did not reveal its findings, most observers feel they did not find for the domestic manufacturers. Additional

confusion is brought about by the fact that the government has not yet announced the time for renegotiation of the wool fabric duty. If the Tariff Commission's report was negative, most sources find it strange that the government has not yet announced the renegotiation date.

In replying to a plea from the New England congressional delegation that he tighten up the curbs on woolen and worsted fabric imports, President Eisenhower promised that domestic wool textile interests would be "fully considered" in the forthcoming negotiations at Geneva. The President's letter said, in part, "Equitable solutions will be sought for the various difficulties associated with the tariff quota established under the Geneva wool fabric reservation."

"The invocation of that reservation is but one example of the administration's concern for the domestic industry's welfare. There should be no doubt over continuation of that concern."

It is to be hoped that the "concern"

DOMESTIC WOOL QUOTATIONS ON THE OPEN MARKET AT BOSTON WEEK ENDING MARCH 18, 1960

	Clean Basis Prices		Grease Equivalents Based Upon Arbitrary Shrinkage Percentages (3)	
		%		%
GRADED TERRITORY WOOLS (1)				
Fine:				
*Gd. Fr. Combing & Staple....	\$1.20—1.25	56	\$.53—.55	59
*Ave. & Gd. Fr. Combing.....	1.15—1.20	55	.51—.54	60
*Sh. Fr. Combing & Clothing.	1.05—1.10	55	.46—.49	61
One-half Blood:				
*Gd. Fr. Combing & Staple....	1.15—1.21	51	.56—.59	54
*Ave. & Gd. Fr. Combing.....	1.10—1.15	52	.53—.56	55
Three-eighths Blood:				
*Gd. Fr. Combing & Staple....	1.10—1.15	48	.57—.59	51
*Ave. French Combing.....	1.00—1.05	49	.51—.53	52
One-quarter Blood:				
*Gd. Fr. Combing & Staple....	1.03—1.10	46	.56—.60	48
*Ave. French Combing.....	.95—1.00	47	.50—.53	49
*Low-quarter Blood:	.95—1.00	41	.56—.59	43
*Common & Braid:	.90—.95	40	.54—.57	42

ORIGINAL BAG TERRITORY WOOLS (1)

Fine:				
*Gd. Fr. Combing & Staple....	1.15—1.20	57	.49—.51	59
*Ave. & Gd. Fr. Combing.....	1.05—1.15	59	.43—.47	61

ORIGINAL BAG TEXAS WOOLS (2)

Fine:				
*Gd. Fr. Combing & Staple....	1.25—1.30	54	.57—.59	58
*Ave. & Gd. Fr. Combing.....	1.20—1.25	55	.54—.56	59
*Sh. Fr. Combing & Clothing.	1.10—1.15	57	.47—.50	61
*8 Months (1" and over)	1.05—1.10	55	.47—.49	58
*Fall (¾" and over)	1.00—1.05	56	.44—.47	59

(1) Wools grown in the range areas of Washington, Oregon, the Intermountain States, including Arizona and New Mexico, and parts of the Dakotas, Nebraska, Kansas and Oklahoma. These wools cover a wide range in shrinkage and color.

(2) Wools grown in the range areas of Texas, mostly bright in color and moderate in shrinkage except in the panhandle where they are considerably darker in color and heavier in shrinkage.

(3) In order to assist in estimating greasy wool prices, clean basis, market prices have been converted to grease basis equivalents. Conversions have been made for various shrinkages quoted. Prices determined in this manner are largely nominal.

*Estimated price. No sale reported.

will be sufficient to prevent any further damage to our domestic wool manufacturers.

The filling of the 1960 tariff quota on March 4 brought renewed cries from importers that they were being injured by the increased duties.

Another bearish influence on the wool market could be the wage increases which will be sought by the textile workers' unions. Manufacturers will no doubt try to absorb the costs of wage increases by buying wool at lower prices, which would rapidly filter back to the grower.

The toned-down forecasts of the nation's economy also might be considered a market depressant. Most economists now agree that the rosy predictions for the United States economy in 1960 will not hold true. No one expects a recession, but many observers seem to agree that 1960 will be a "medium" year economically.

These factors are pointed out here as part of the long-term wool outlook only. All present indications seem to be that the wool market will hold firm with buyers available for the wool as soon as it comes off the sheep's back.

Foreign wool prices regained the ground lost during February and by mid-month had equaled or exceeded the January quotations. Following are foreign prices clean basis landed Boston with duty of 25½ cents paid as of March 18.

Type	Hobart	Adelaide
55 (64-70's wp).....	\$1.49	\$1.49
62 (64s wp).....	1.42	1.43
63 (60-64s wp).....	1.39	1.39
78 (64s good-av).....	1.42	1.42
64 (60s wp).....	1.34	1.34
80 (60s good-av).....	1.32	1.32
423-2 (58-60s).....	1.32	1.32
424-3 (56-58s).....	1.27	1.27
425-4 (50-56s).....	1.20	1.21

(Source: Daily News Record)

During the third week in March pulled wool sales on the Boston market were reported as the best in five weeks by one of the largest handlers in the trade. Movements covered most types and prices were quoted very firm compared to the levels the week before. Actually buyers had upped their bids a cent or two and this action was one of the reasons for the sales upturn. Trade sources recall that pulled wools began to move at the same time last year and they feel that this will be repeated this year.

Western Wool Sales and Contracting

ARIZONA

Practically all Arizona's wool has been shorn and either sold or consigned at prices ranging from 38 to 47½ cents

on the wool sold. One reliable estimate is that approximately two-thirds of the 1960 clip was sold, with the other one-third being consigned. Early in the month 8,000 fleeces of ewes wool brought 44½ to 45 cents grease basis while 11,000 fleeces brought 40 to 41 cents. Later in the month 21,000 fleeces of ewes wool sold for 39½ to 47½ cents grease basis. Another 138,000 pounds of ewes wool sold at 38 to 44½ cents; 30,000 pounds of ewes wool brought 46½ cents per pound.

CALIFORNIA

At mid-month over 100,000 fleeces of newly shorn 12-months wool in the San Joaquin Valley of California were sold at prices ranging from 15 to 25 per cent above the same period a year ago, but 15 per cent lower than the peak for perhaps comparable wool, as compared with last August. At Bakersfield 5,500 fleeces of typical San Joaquin Valley fine wool sold at 38 cents per pound for the ewes and 43 cents for 900 yearling fleeces. A year ago this clip garnered 30 cents per pound. Other sales in the San Joaquin Valley are as follows: 500 fleeces at 40½ cents per pound compared with 31½ cents a year ago; 2,000 Rambouillet fleeces at 42 cents per pound compared with 35 cents per pound last year; 14,000 fleeces at 40½ cents per pound for the ewes and 44 cents for 1,000 yearlings. A year ago about the same time 31½ cents per pound was paid for the ewes and 35 cents for 800 yearlings. A grower in the San Joaquin Valley sold his wool at a sealed bid sale at 42.5 cents to a Boston wool top manufacturer. Another bid from a manufacturer was 40½ cents.

In the Imperial Valley approximately 4,800 fleeces rather light shrinking half-blood yearling ewes wool brought 46½ to 47 cents. In the central sector from around Bakersfield to Los Banos, prices ranged from 38 to 47¾ cents including 4,000 fleeces heavy shrinking 12-months ewes wool at 38 cents. One clip consisting of 7,000 fleeces mostly fine ewes and 2,000 yearling fleeces commanded 43½ cents straight. A total of at least 10,000 fleeces mostly 12-month ewes wool sold at 45 to 46½ cents and one clip around 2,000 fleeces at 47¾ cents. This latter price was not fully confirmed.

COLORADO

Early in the month three to four cars of lambs wool sold at 43 to 45 cents per greased pound. Toward the middle of the month around 60,000 pounds mostly lambs wool brought 43 to 45 cents with some tag wools selling at 18 cents to mostly 20 cents.

IDAHO

The first sale to be made in Idaho since the active buying in January, took place toward the middle of the month when a clip of about 2,200 fleeces sold at Mountain Home for 46½ cents. Another range clip in the Mountain Home area, about 5,300 fleeces, brought 49 cents. Both of these clips have been shorn and moved to market. A range clip out of Richfield of about 1,700 fleeces sold at 47½ cents.

Although not fully confirmed it has been reported that the 49-cent sale was a clip that predominated in halfblood and being shorn so early it was very light shrinking.

There have been numerous offers made for early shorn wools at varying prices but they have been rejected. Three different wool pool groups called for bids but as of March 18 prices offered were not accepted. Bids ranged on these pools from 44 to a high of 47.3 cents per pound. Wool buyers from seven different companies were known to be in western Idaho in March and to have followed closely offers by pool groups, which would seem to indicate they are in the market for wool "at a price," according to our informant.

MONTANA

Early in the month 40,000 pounds of mostly fine shorn 12-month ewes wool turned at \$1.15 per clean pound landed Boston. This was in western Montana. In northern Montana 50,000 pounds of mostly fine wool sold at 47.26 cents f.o.b. and about an equal amount at \$1.15 clean basis landed Boston.

NEW MEXICO

Most of the ranchers in New Mexico have sheared their wool and have the wool in storage, but as yet there have been no sales. A few wool buyers have been in the area looking over the wool.

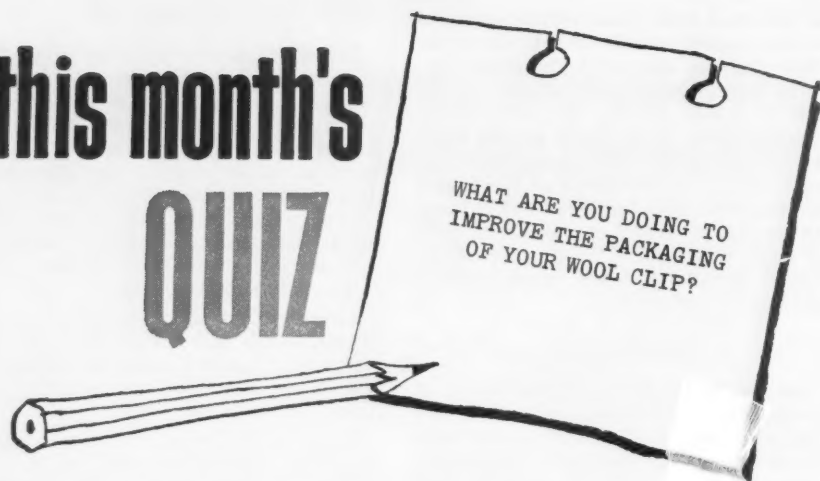
SOUTH DAKOTA AND MINNESOTA

There is not too much wool activity in this area due to terrific blizzards. Early March sales in the Newell-Belle Fourche area include 100,000 pounds of 12-months wool at \$1.08 clean, delivered; 80,000 pounds at \$1.07 all bulk halfblood clips. Also 70,000 pounds original bag three-eighths clip sold at \$1.05. One outstanding clip of 3,400 fleeces 12-months wool sold at \$1.12 and is estimated to have a scouring shrink of not more than 43 per cent. All sales are subject to core test to determine grease prices.

In the fleece wool sections of eastern South Dakota and Minnesota where some early shearing is taking place prices reported range from 40 to 46

(Continued on page 28)

this month's QUIZ



THE wool pool last year contracted the wool on a tagged and untagged basis. The tagged wool received two cents a pound more than the untagged which, we think, helps keep the wool cleaner. We try to keep our ram wool separate from the ewe wool and also the whitefaced ewe's wool separate from the blackfaced ewe's wool.

—Bartell Brothers
Aberdeen, Idaho

WE try to hold to one grade within the fleece as well as within the flock as much as possible. We have eliminated all black sheep and hire the best shearers available. To keep our wool clean, we never corral our sheep except to work them and feed on clean high ground. We keep our shearing pens clean, tie our fleeces right and take care that our sacks are firm, smooth, clean and uniform looking.

While this latter does not improve the quality of the wool, it gives a good outward impression to any wool buyer.

—Dick Schnell
Newell, South Dakota

I think we would all be better off if time were allowed to sort and package our wool properly.

Most shearing is done too fast to handle the wool in the best way possible.

—Waldon E. Strand
Evansville, Wyoming

OUR wool is usually in the best possible condition, as we shear before lambing, and our sheep aren't nearly as taggy as those which are sheared at a later date.

—John Streeter & Sons
Sussex, Wyoming

I am doing very little to improve the packaging of my wool, as I market in partnership with other men and am unable to induce them to improve conditions.

With my small flock I have worked

very hard to improve quality and staple, have tried to follow the rules as suggested by the college and county agent. Then my wool is thrown in with my partners' and we all get the same price.

Two years ago my wool was all ready to go when I was asked to throw it in a car with wool that was absolutely soaked with water. I refused and consigned my wool with another company.

It is the thought, custom and practice among the growers in my town that wool does not have to be kept dry. This idea is definitely incorrect! I know that wool is a very good product and will stand a lot of abuse before it rots, but it will rot over a period of years if wet. We should take pride in this good product.

Someday we may have to compete with foreign wool; therefore, we should improve our quality and marketing efficiency.

—D. Ray Tebbis
Panguitch, Utah

Wool Market (Continued from page 27)
cents depending on the quality of the wool.

OREGON

Early in the month 60,000 pounds mixed blood lambs wool sold at 45 to 51 cents, Portland delivery; 10,000 pounds of mixed blood yearling wool brought 49 to 53 cents f.o.b.

UTAH

There has been no contracting activity on the Jericho wools. In fact, no wool buyers have been in the area. The Jericho wools have not been contracted for the last two years but instead have been bought at the Jericho shearing corral clip by clip at a sealed bid sale. This method has been very satisfactory to all concerned and will probably again prevail this year. Some old wools in Utah have sold for 35 to 40 cents net to the grower.

TEXAS

Shearing was delayed in Texas because of bad weather. By mid-month about 30,000 fleeces of 1960 8-months wool had been contracted at Del Rio at 47 cents. An undetermined tonnage of the same type of wool was reported to have been contracted at Uvalde during the same period. About 70,000 pounds of early shorn 12-month wool sold at 50 cents per pound. Some 90,000 pounds of 1959 fall-shorn wool sold early in the month at an average price of 40 cents per pound. Also reported is the sale of about 200,000 pounds of 12-months wool from last year's clip to a Boston top company on a core test basis.

WYOMING

Sales of 473,000 pounds of 1959 wools were reported in Wyoming at prices ranging from 39 to 44½ cents f.o.b. Boston, with the bulk going at 40 to 44¼ cents. In northern Wyoming small lots of mixed grade 1960 shorn ewes wool, totaling around 4,000 pounds sold early in the month at 38 to 42 cents per grease pound.

Wool market activity turned moderately active toward mid-month. A half million pounds of 1959 shorn ewes wool mostly fine but estimated at 62 to 67 per cent shrinkage, sold in the Casper area at 39 to 44½ cents per grease pound landed Boston. In northern Wyoming sales of 1960 shorn ewes wool mostly 12-months ranged from 40 to 46 cents per grease pound f.o.b. landing point, largely 42½ cents and up. A few clips went at \$1.15 per clean pound landed Boston.

In northeastern Wyoming between 7,000 and 8,000 fleeces sold for 45 to 48 cents grease pound f.o.b. loading point. A few clips of lambs wool ranged from 37 to 42 cents per grease pound. Also at mid-month 400,000 pounds of medium to fine 12-months ewes wool turned at 40 to 46 cents per grease pound f.o.b. loading point. A 50,000 pound specialty clip brought 48.31 cents.

Animal Health January 1960

DURING the month of January scabies was diagnosed in 118 sheep flocks and one cattle herd. The cattle outbreak was in Oregon while the sheep flocks affected were in the states of New York (4), Kentucky (1), Maryland (2), Pennsylvania (1), Virginia (7), Illinois (39), Indiana (2), Michigan (4), Ohio (5), Iowa (18), South Dakota (5), Missouri (27) and Tennessee (3).

There was one outbreak of scrapie in Ohio. No cases of bluetongue were reported.

A. A. Covey, Pioneer Sheepman, Dies

ALMON Andrew Covey, 83, prominent businessman and rancher, died in Salt Lake City, Utah, March 11 of causes incident to age.

Mr. Covey first went into the sheep ranching business with his father and brothers near Cokeville, Wyoming. He operated that ranch and several other ranching properties in Wyoming until his death. He was a director and past president of the Uinta Development Company, which owns extensive grazing interests in Wyoming.

In addition to his ranching business, he had many investments in the Salt Lake area. He has been president of the Covey Investment Company since its inception in 1906. In 1907 Mr. Covey and his brothers began building the first of several apartment houses in Salt Lake City and has owned them since that time.

Mr. Covey is survived by his widow, a son, two daughters, two brothers and a sister. The National Wool Grower extends condolences to his family.

Import Threat (Continued from page 25)

only 61.9 per cent of low grade beef and in several other months was under 70 per cent. Mutton imports were unusually high during this period.

This wide differential is particularly significant in light of the shortage of low grade beef and the fact that newly developed table meat formulas permit a high degree of substitution of mutton for beef in selected items. Other things being equal, these conditions should have caused mutton prices to have strengthened, rather than to have weakened, relative to low grade cow beef prices.

Domestic boneless mutton prices would appear to have been reduced \$4 to \$5 per hundredweight in 1959 as a result of the large imports of foreign mutton. Allowing for boning and dressing percentage, prices to producer were reduced by around \$1.50 per hundredweight. For total sheep slaughtered in 1959 the net loss to American sheep producers would thus be about \$3,000,000 for mutton alone. This figure represents about 25 to 30 per cent of the income from the sale of sheep.

California packers indicate that imported boneless mutton has made it very difficult to find outlets for domestic mutton carcasses. They say that high labor costs in this country makes it almost impossible to compete with the foreign product.



NEWS FROM

Woolens and Worsted of America

ONE EAST 42ND STREET, NEW YORK 17, N. Y.

AT the American Sheep Producers Council's convention at Denver recently, G. Norman Winder, president of Woolens and Worsted of America, Inc., declared, "Retailers in the United States should take stock of their attitudes toward the 'import myth' if they want to avoid the consequences of a purchasing recession."

He said too many stores are continuing to foster "the theory that imports are more glamorous than products of our home industries whose paychecks keep their cash registers ringing."

Mr. Winder told the group that while he was particularly concerned with the effect this approach has had on the American wool textile industry, he was aware that the problem is not confined here. "All products, both hard goods and soft goods, face heavy foreign competition," he declared.

"We must have the support of retailers to balance the effect of imports and keep the American economy on an even keel," Mr. Winder continued. He stated that the influx of foreign goods on American retail counters is hampering full production in many fields, limiting the spending power of hundreds of thousands of our workers. "Meanwhile," he added, "foreign interests have set their nets for the American dollar."

He declared that while the American wool textile industry was leading the way to acquaint the public with the quality, value and dependability of American-made products, he hoped there would be a concerted effort by all industries to do something about the situation.

Cites Accomplishments

Robert S. Taplinger, secretary of Woolens and Worsted of America and public relations counsel for the association, stated that the wool group is successfully developing a positive public attitude that would affirm the prestige of American-made wool products, and cited the organization's accomplishments in this direction.

In addition to Woolens and Worsted of America's co-sponsoring organizations, current membership comprises almost 100 mills, as well as a number of associate members in allied fields. "A few years ago no one believed this possible. Now new members are joining regularly," he said.

"The mills and the wool growers have taken leadership in the promotion of

this essential industry. It is interesting to note the program is receiving increasing recognition by apparel manufacturers and labor groups," he said. "This is positive proof of the importance of our program."

Tells of Extensive Coverage

Mr. Taplinger also told of the extensive press, television and radio coverage given American-made wools and which resulted from Woolens and Worsted of America's activities.

"U. S. WOOLENS PRAISED" is the photo-caption of a nationally syndicated Associated Press article. Photos of designer fashions are shown with descriptive copy—"All American woolen fabrics by American manufacturers are making news this spring."

"DON'T REGARD IMPORT LABEL AS SURE SIGN OF QUALITY" headlines a General Feature Syndicate story. The article describes the excellent quality and value of American wool fashions for men and notes that "the word imported stitched in gold thread adds nothing to the basic worth of a garment."

"AMERICA IS CELEBRATING WOOL BICENTENNIAL"—a quarter-page six photo story in the **Baltimore News Post**—heralds the anniversary of the American wool textile industry and traces its history from pre-Revolutionary days to the present with emphasis on the excellence of American wools.

"AMERICAN WOOLS HAVE GONE SO HIGH FASHION THAT DESIGNERS ARE FAVORING THEM OVER IMPORTS" said a recent issue of the **Denver Post**—a quarter-page photo story elaborated upon this theme and cited the "most desirable suits in the world this year are American-made even to the woolens and worsteds."

"WEAR IT IN WOOL" heads up a quarter-page photo-story describing "handsome American-made woolens" in the **Arkansas Democrat**. "U. S. WOOLEN MAKERS NOTE ANNIVERSARY" in the same publication, is the title of a bicentennial story describing the American wool textile industry and its products.

Mr. Taplinger told the delegation that every one present must help create a greater demand for American wools. "YOU MUST ASK FOR AMERICAN WOOLS—DEMAND AMERICAN WOOLS—AND INSIST THAT LOCAL RETAILERS FULFILL YOUR REQUESTS."



LAMB market report—March

Reduction in Slaughter and Increased Carcass Prices Lend Strength to Market

March 22, 1960

A reduction in total lamb slaughter numbers and a sharp increase in wholesale carcass prices have blended to give considerable strength to the live lamb market during March. During the month, producers generally were receiving \$1.50 to \$2.50 more for live lamb offerings than in the previous month.

After a short month in February, the March kill was again far below total lamb slaughter during the same period in 1959. This is largely due to heavy early marketings in November and December 1959.

Strong demand at the wholesale level has increased carcass prices generally from \$4 to \$5 per hundredweight. On March 17 top packer-brand carcasses weighing 35 to 45 pounds were selling at 46 to 46½ cents per pound; 45 to 55 pound carcasses were selling at 45 to 45½ cents per pound, while 55 to 65 pound carcasses were bringing 43 cents.

The early-March changes in lamb grade standards had a definite beneficial effect on the market. The USDA in most cases has been successful in shifting the grade requirements a half to a full grade, thus allowing many more lambs to be graded choice and also a higher percentage qualifying for the prime category. If time and usage do not deteriorate the new grade standards, the consumer should be able to find lamb at the meat market containing proportionately less fat.

The first prime spring lambs of the season moved out of the Texas area in mid-March and received a \$2 to \$2.50 premium over old-crop fed lambs.

In the California area the new lamb crop is generally making slow progress. In many areas the weather has been unfavorable for lamb and pasture growth. Early reports have indicated that the greater share of spring lambs from Los Banos and southward are still well short of slaughter finish, even though some of the earliest droppings now weigh around 90 to 95 pounds. In the Sacramento valley feed conditions are fair with many lambs weighing 65 to 75 pounds. While early reports of

bids and asking prices have been indicated, no transactions have been confirmed to date. With these short feed supplies an extra amount of early feeder lambs will no doubt come out of the California area this spring.

Because of late spring thaws, sheepmen have been forced to dip low into their winter feed resources. However, better than average snow in much of the West gives promise of good spring pasture.

If lambs continue to move to market at the regular rate, lamb prices should continue to rise slowly. However, if lambs are carried to excess weight and fat, some erratic downward movements in the price for fed lambs may occur.

Country Sales and Contracting

ARIZONA

Early March: At least 11 loads choice and mixed choice and prime 105-119 pound shorn slaughter lambs with number one pelts sold at \$20 to \$20.75 for current delivery.

Mid March: Some 4,600 choice to prime spring slaughter lambs were sold or contracted at \$23. They are expected to weigh 100 pounds or less and most of them sold for delivery on or before April 1. Some 9,000 mostly choice with some prime 100- to 115-pound old-crop

lambs with mostly number one pelts sold at \$20 for current delivery. Six thousand head choice to prime 95- to 100-pound spring slaughter lambs sold for \$23 and 2,500 choice 80-pound feeder lambs brought \$19.50. Some 18 loads choice with prime end 120-pound old-crop shorn slaughter lambs with number one pelts commanded \$20 for current to April 1 delivery.

CALIFORNIA

Early March: In the southern sector of California at least 30 loads mostly good with end of choice old-crop shorn slaughter lambs, 118 pounds down, sold for \$21. Six loads sold at \$20.50, both of these with number one pelts. In the northern sections of the state scattered small lots of mostly good with number one pelts, 100 to 115 pounds, brought \$19.50 to \$21 with the bulk bringing \$20 and up. The first transaction on spring slaughter lambs in the San Joaquin Valley was confirmed on March 1. This involved two loads at \$23. They are expected to grade choice and prime and scale around 95 to 100 pounds at mid-March delivery. Another two loads with about the same grade, weight and delivery specifications were contracted March 5 at \$23. Trade on old-crop shorn slaughter lambs in the Imperial Valley continued relatively slow with the price trend steady to weak. Mostly choice lambs with end of prime 110- to 120-pound shorn alfalfa pasture slaughter lambs with number one and two pelts sold at \$20.25 to \$21. An odd load of choice with sprinklings of good brought \$20. Transactions were f.o.b. the Valley with 4 per cent shrink. In central California two loads of choice and prime 95- to 98-pound spring lambs sold

Prices and Slaughter This Year and Last

	1960	1959
Week Ended.....	Mar. 19	Mar. 21
Total U. S. Inspected Slaughter to Date.....	2,700,666	2,724,322
Slaughter at Major Centers.....	218,930	222,410
Chicago Average Lamb Prices (Wooled):		
Prime	\$23.25	\$
Choice	22.62	20.52
Good	21.82	20.25
New York Av. Western Dressed Lamb Prices:		
Prime, 45-55 pounds.....	48.00	44.60
Choice, 45-55 pounds.....	46.35	43.05

Federally Inspected Slaughter—February

	1960	1959
Cattle	1,437,000	1,219,000
Calves	389,000	377,000
Hogs	5,841,000	5,686,000
Sheep and Lambs.....	1,076,000	1,080,000

at \$23 with the buyer to pick delivery date.

Mid-March: Mostly choice to prime spring slaughter lambs in the San Joaquin Valley were sold or contracted at \$23 to \$24 with expected delivery weights at 85 to 100 pounds. Most of the transactions were made on lambs coming off alfalfa pasture although some range lambs are also included. Several bands of mixed fats and feeders reportedly were contracted at \$21.50 to \$22 straight. One of the bands is expected to run 40 per cent feeders and 60 per cent fat slaughter lambs, weighing 88 pounds at March 23 delivery date. Most of the deals call for March and early April delivery.

In the Sacramento Valley scattered lots of choice and prime spring lambs sold at \$23 to \$24.25, mainly on a delivery to the plant basis. Activity expanded on old-crop lambs in the Imperial Valley and prices averaged mostly steady. Some 55 loads sold at \$20 to \$21 for delivery by April 1 with most of those weighing 112 to 118 pounds and with number one to fall-shorn pelts. Some 1,500 old-crop lambs sold in Northern California during the week of March 14. These were in good and choice feeder flesh with number 2 pelts. They were contracted at \$18.50 with shipments to be completed by the end of April and they are expected to average 98 pounds.

COLORADO

Early March: Sales were confirmed on 43 loads of good to mostly choice 101- to 114-pound fed woolled lambs at \$20.50 to \$21. Sales were also confirmed on 34 loads of choice to prime 108- to 118-pound fed woolled lambs at \$21.25 to \$21.75.

Mid-March: Fed lambs over 110 pounds were under some price pressure. In northern Colorado sales were confirmed on 44 loads of choice and mixed good and prime 107- to 115-pound fed woolled lambs at \$21.25 to \$22.25, the bulk of the late sales going at \$22 to \$22.25. Three loads of choice 116-pound shorn lambs with number one pelts brought \$19.75. During the week of March 14 choice and mixed choice and prime 106- to 117-pound fed woolled lambs were bringing \$22.25 to \$23 with late sales going at \$22.75 to \$23. Choice and mixed choice and prime 113- to 116-pound shorn lambs with number one pelts brought \$20.75 to \$21.50.

Ewes: Around a load of good and choice two-year old ewes, some with lambs at the side, brought \$26.50.

IDAHO

Early March: Four loads of mostly good and choice 101- to 110-pound

wooled lambs turned at \$20.50 to \$21. Two loads of choice 110-pound woolled slaughter lambs were sold at \$21.75.

Mid-March: 600 head mostly choice 106- to 107-pound woolled slaughter lambs sold for \$21.50, these clean-up lambs.

MONTANA

Early March: Some six loads of choice and low prime 110- to 119-pound woolled slaughter lambs sold in eastern Montana at \$20 to \$20.25 with 10 cents per pound weight penalty for those scaling over 110 pounds. Some 1,600 head with number two pelts mixed weight feeder and slaughter lambs brought \$18. Three cars of good and choice 95-pound woolled lambs sold on a shearing account at \$20. Eight loads good and low choice 104- to 113-pound woolled slaughter lambs brought \$19 to \$19.25. In eastern Montana 5,400 good and choice 90- to 95-pound shearing lambs sold largely for \$19, for March 1 to 15 delivery.

Mid-March: In eastern Montana nearly four loads mostly choice and some low prime 106- to 111-pound woolled slaughter lambs for immediate delivery brought \$20.50 to \$20.75. A deck of shorn 99-pound number two pelt lambs sold for \$19.50. A load of good to prime 108- to 117-pound net woolled slaughter lambs sold for \$20.25 to \$21. In south central Montana five cars of choice and

prime near 113 pounds relatively high yielding lambs brought \$21.75. About five cars good and choice near 100-pound shearing lambs for a quick turn finish sold for \$20.50 with an equivalent of 4 per cent shrink.

Ewes: Early in the month 1,000 coming two-year-old whitefaced ewes bred to lamb April 1 turned at \$26 per head and 500 head sorted out of a 750-head band sold at \$26.50 each.

NEW MEXICO

Mid-March: Reports from the Clovis-Amarillo area show a total of over 15 loads of good to mostly choice 93- to 117-pound slaughter lambs with mostly number one pelts going for \$19 to \$20.

OREGON

Early March: Ten loads of good and choice 100- to 110-pound fresh to fall shorn lambs were delivered to Washington, Oregon and California buyers at \$20 to \$21. Some 500 head choice with prime end sold at \$22.50 delivered Portland. Around 800 mostly choice 110-pound fall shorn and woolled lambs brought \$21 to \$22, mostly \$21.75 to \$22.

Mid-March: 2,800 head mostly choice under 110 pounds with number one pelts were delivered to California and Washington points out of Oregon pens at \$21 to \$22. Some 1,600 mostly choice 100- to 110-pound slaughter lambs sold at \$22 to \$22.50 on woolled and fall shorn pelts, with some kinds going at \$20 to \$21.50, all on a delivery to Portland basis. Four loads of choice with some prime included, number one and two pelt offerings sold at \$22 with another 200 head of 125- to 128-pound with number one pelts bringing \$20—all delivered to Washington points.

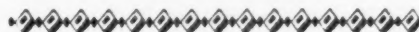
SOUTH DAKOTA

Ewes: In the Belle Fourche area 153 coming four-year-old ewes turned at \$23 per head; 228 coming two-year-old ewes sold at \$27.50. Fifty aged ewes brought \$12, and 69 solid-mouth ewes \$18. A total of 570 coming four-year-old ewes with 130 per cent lamb crop sold at \$26. All these sales were for immediate delivery. In the Newell area about 100 yearling ewes brought \$25 per head.

TEXAS

Early March: A load of fat lambs sold at Menard for 18 cents a pound delivered to Fort Worth. They were in number two skins. Three loads of freshly shorn lambs sold at Fort Stockton for 16 cents, weighing 105 pounds. A sale was also reported of two loads

(Continued on page 39)



1960

SHEEPMEN'S CALENDAR

NATIONAL ASSOCIATION EVENTS

July 19-20: NWGA Summer Executive Committee Meeting, Salt Lake City, Utah.
August 17-18: National Ram Sale, Ogden, Utah.
January 22-25, 1961: National Wool Growers' Convention, Denver, Colorado.

CONVENTIONS AND MEETINGS

July 19-20: NWGA Summer Executive Committee Meeting, Salt Lake City, Utah.
August 11-12: California Wool Growers Convention, San Francisco, California.
January 22-25, 1961: National Wool Growers' Convention, Denver, Colorado.

SALES

May 2-3: California Ram Sale, Sacramento, California.
May 5-7: Texas Purebred Sheep Breeders All-Breed Sale, Brownwood, Texas.
June 14-16: Rambouillet Ram Show and Sale, San Angelo, Texas.
August 3: Idaho Ram Sale, Filer, Idaho.
August 3: Nevada Ram Sale, Ely, Nevada.
August 10: Oregon Ram Sale, Pendleton, Oregon.
August 17-18: National Ram Sale, Ogden, Utah.
September 15: Utah Ram Sale, Spanish Fork, Utah.
September 17: Fall Range Ram Sale, Pocatello, Idaho.
September 29: U. S. Sheep Experiment Station Sale, Dubois, Idaho.
October 10: Craig Ram Sale, Craig, Colorado.

SHOWS

May 1: California Wool Show, Sacramento, California.
May 1: Far Western International Sheep Dog Trials, Sacramento, California.
May 5-7: Texas Purebred Sheep Breeders All-Breed Wool Show, Brownwood, Texas.



BRACKEN FERN

Twelfth Of A Series Of Articles On How To Reduce Livestock Poisoning

BRACKEN fern¹ is poisonous to cattle and horses. In cattle, poisoning is usually acute and is most likely to occur during the late-summer grazing period, when other feed is scarce. In horses, it usually occurs after animals have fed for several weeks on hay containing considerable quantities of bracken.

Livestock losses are heaviest in eastern areas and in the States bordering the West Coast.

The leaves and other aboveground portions of the plant are poisonous.

Where and When It Grows

These plants grow on burned areas, in woodlands and other shaded areas, and on hillsides, open pastures, and ranges.

The plants start their growth in the spring, and usually they will remain green until the leaves are killed by frost.

How It Affects Livestock

Animals show effects of the poison only after eating considerable quantities of bracken for 2 to 4 weeks.

In cattle, the symptoms are:

1. High fever
2. Difficulty in breathing

3. Excessive salivation
4. Nasal and rectal bleeding
5. Congestion of the mucous membrane

In horses, the symptoms are:

1. Yellowish tint on mucous membranes of eyes
2. Difficulty in breathing
3. Unsteady gait
4. Drowsiness
5. Dilated pupils
6. Constipation
7. Weak pulse
8. Nervousness
9. Twitching muscles
10. Extreme emaciation

How to Reduce Livestock Losses

Animals will seldom eat bracken fern if sufficient forage is available. Livestock owners can practically eliminate losses by supplying sufficient forage, either on the pasture or in the form of hay. Supplemental feeding may be beneficial.

Some affected animals can be saved if poisoning is diagnosed early. They may respond to a laxative, such as a saline purgative, raw linseed oil, or mineral oil. Thiamine hydrochloride injected intravenously has been reported helpful in some early or chronic cases. The thiamine hydrochloride treatment should be given by, or under



Bracken fern has stout, black, horizontal root stalks. The leaves or fronds, which grow directly from the root stalks, are broad, triangular and divided into three main parts. Each part is segmented. The plant is a perennial and belongs to the fern family.

the direction of, your local veterinarian.

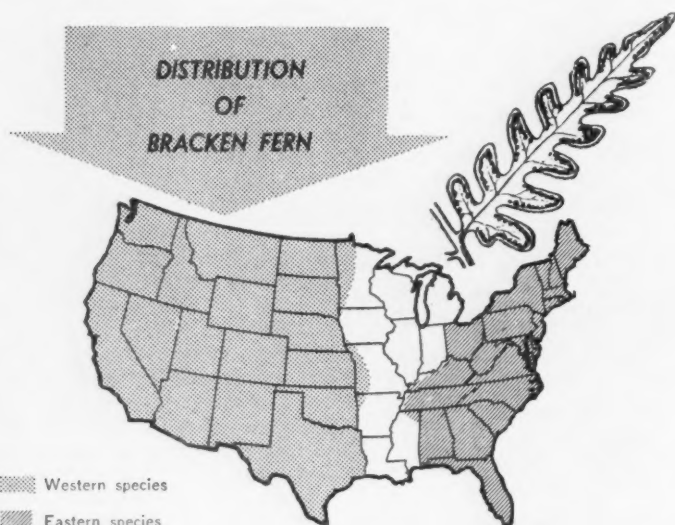
Bracken fern can be eradicated. In areas where cultivation is practicable, the plants can be destroyed by cultivating the soil 2 to 3 years. Alternate grazing has been reported effective in preventing abundant plant growth. Keeping tops cut to starve the roots is of value.

Where to Obtain More Information

You can obtain more detailed information on bracken fern poisoning by getting in touch with your county agricultural agent or by writing to your State agricultural experiment station or to the U. S. Department of Agriculture. Consult your local veterinarian if you have any questions regarding affected animals.

Note: The map shows areas where most livestock poisoning has been reported.

¹*Pteridium aquilinum* var. *pubescens*—found in western United States. *P. aquilinum* var. *latiusculum*—found in eastern United States.



Western species
Eastern species

ASPC Panel (Continued from page 19)

the display we have set up. This is a grand opportunity to talk personally with lots of people about lamb.

A very valuable club contact, which is really more than the average club contact, is the home demonstration clubs. These are study groups and are interested in an educational program, not just entertainment. They plan their own study programs and are keenly interested in whatever is presented.

We also have a great contribution to make to institutions which are engaged in quantity food service. Right now we are interested in the school lunch program. This year, the USDA authorized the purchase of two million pounds of ground lamb which will be used in the school lunches, and, so far, they have been able to purchase enough for testing around in 10 pilot cities. We, of course, are very anxious for this to be well accepted. In cooperation with the USDA, we have prepared a

series of recipes for the use of this ground lamb, and our home economists are demonstrating these recipes to school lunch supervisors and school lunch cooks so that they will be prepared to handle it for maximum acceptance by the students.

Bulletins for School Lunch Supervisors

Even before this purchase of ground lamb, we worked with the school lunch supervisors in encouraging the serving of lamb in the school lunch program. Some of the bulletins we have used with them are: "Low Cost Lamb Lunches on Dishes," and "Low Cost Lamb Recipes for Quantity Service."

Our "Nutritionally Evaluated Quantity Recipes for Lamb" has received many favorable comments from dietitians. It was shown to the American Dietetic Association this last year.

Lamb is an important factor in diets used in hospitals and we want it properly prepared so that it will be delicious

as well as nutritious to these people to whom it is served.

A Real Lamb Ambassador

These are just some of the important contacts through which the home economist reaches large numbers of people with the lamb story. Every time we turn around, however, we have an opportunity to sell lamb to Mrs. Home-maker, and no contact is too trivial for us. These contacts give us a chance not only to correct any misconceptions they have, but, even more, it puts us in contact with someone who is interested in lamb and they, in turn, will interest their friends, and lots of them will ask us to come to their clubs and give a program. So, in meeting women on any occasion, we home economists with the American Lamb Council are always prepared to pull out a few recipe folders and our business cards and present them to the lady so that she will know she is talking to a real "lamb ambassador."

New Mexico Resolutions

(Continued from page 20)

—the most basic natural resources, recommended continuation of the appropriation for the U. S. Department of Agriculture for this purpose on the same basis as last year.

Favored necessary amandatory legislation to give Taylor Grazing licensees a right of appeal on the merits of any grazing disputes from a decision thereon by the Secretary of the Interior to the Federal District Court in the federal district and division where the range involved is located and that upon such appeal a hearing de novo be held on the merits of such dispute before the court.

Favored legislation requiring specific approval of Congress in any acquisition of land by federal agencies.

Urged that the Bureau of Land Management advise the grazing lessee or permittee the appraised value of such lands proposed to be sold when he is notified of such classification for sale.

Requested cooperation of the State Highway Department and State Police in working out plans for the safer crossing of livestock across state highways. Suggested the use of portable warning signs and any other measures deemed necessary.

Predatory Animals

Urged that the New Mexico legislature appropriate the necessary funds to continue and expand control of predatory animals.

Opposed any legislation that would limit the technique of taking predatory animals.

Urged the State Game Department to expand their predatory control work.

Expressed appreciation to the U. S. Fish and Wildlife Service for their efforts in the control of predatory animals and rodents.

Expressed appreciation for the cooperation given by local fish and game committees and any others contributing to the predator control program.

General Matters

Commended the State Tax Commission for continuing the fair and equitable formula for the assessment of livestock and

grazing lands. Urged all wool growers to cooperate fully in following the rules and regulations when rendering their livestock for tax purposes.

Recommended continued support of Mr. Stephen Hart of the National Live Stock Tax Committee and commended him for his work in adjusting certain inequities in the present income tax and inheritance laws.

Requested that the Connelly Reservation which provides that the World Court shall not have jurisdiction in domestic affairs, be continued and efforts to repeal it be opposed. Petitioned Congress not to submit any constitutional rights to the jurisdiction of the World Court.

Favored passage of an 8 million dollar bond issue for educational buildings for institutions of higher learning.

Commended the personnel of the Experiment Station and the Extension Service for their cooperation with the New Mexico Wool Growers in the production and marketing of their products.

Expressed appreciation to the state university for the dynamic approach they have taken to the problems confronting the sheep industry.

Commended and thanked Jack Ruttle for the presentation of the 1960 Wool Show and his work in sending New Mexico fleeces to out-of-state shows.

Thanked Sam Goodwin, W. D. McFadin and Bob White for their work in judging the Wool Show.

Commended Dick Stauder and the county agents for their cooperation in connection with the Range Sheep Show and urged their continued assistance.

Urged more ranchers to enter and help promote the Range Sheep Show. Requested that a man be put in charge of caring for all sheep entered in the show.

Requested that the New Mexico Wool Growers sponsor a state 4-H wool judging contest; the contest to be held in conjunction with the annual state 4-H club camp; details of the contest to be handled by the Extension Service with awards in the amount of \$25 to be provided by the New Mexico association.

Asked continuation of the junior wool growers recognition certificates awarded at the annual convention banquet. Requested that the New Mexico Wool Growers continue to co-sponsor awards to the state 4-H livestock judging contest and livestock demonstration.

Asked that the New Mexico Wool Growers urge the state board of education to make every effort to continue vocational agricultural training in the high schools in New Mexico where need and effective participation is evident.

Fully endorsed R. P. Tinnin of Albuquerque as a candidate for election to the board of directors of the Chamber of Commerce of the U. S.

Urged Congress to appropriate sufficient funds for the planning of small watershed projects in New Mexico.

Expressed appreciation to all who contributed to the success of the annual convention.

Thanked Mr. Frank Dunlap and the staff of the Wool Warehouse Company in Albuquerque for the excellent barbecue prepared and served to the members and guests of the convention; also for their cooperation in receiving and storing fleeces for the wool show.

Submitted the following recommendations for the 1960 annual New Mexico Ram Sale:

1. Sale to be held at the New Mexico state fair grounds in Albuquerque.
2. Date, August 5, 1960.
3. Auctioneer: Walter Britten.
4. Sale order: (a) medium, (b) mutton, (c) fine.
5. Ram certification to be continued.
6. All rams used in the sale to be machine shorn after January 1, 1960.

Continued sponsorship of the winning 4-H wool judging team to be sent to the regional wool judging contest at Sonora, Texas. Urged that sponsors or sponsor be secured to enable the second place New Mexico 4-H team to compete in the regional contest.

Extended sincere thanks to all members of the women's committee for their vigorous and successful efforts during the past year in conducting the Make It Yourself With Wool contest and in the promotion of "Eat More Lamb."

Extended sincere sympathy to families of all members who passed away during the past year.

Let's Talk About Our Auxiliary

"In necessary things, unity; in doubtful things, liberty; in all things, charity."

—Richard Baxter

Thank You!

EVEN though the ASPC is increasing their promotional work for 1960, the members of the wool and lamb budget committees and delegates and directors thought well enough of the educational and promotional work done by the ladies of the Women's Auxiliary to allocate to them the same funds as in 1959.

We will not disappoint them. We will match their money with WORK. We are expanding our activities in all aspects. In the Make It Yourself With Wool sewing contest, we are adding a new active sportswear ensemble category and will conduct an adult, non-professional group sewing contest. Most of the states will conduct a lamb cooking contest in their lamb promotion. The Miss Wool contest is getting off to a good start throughout the Auxiliary states with appointment of chairmen in each state.

Mrs. Gladys Chapitis, supervisor of the sewing contest for the newly formed ASPC wool division, has many new and progressive ideas and is as enthusiastic as we are.

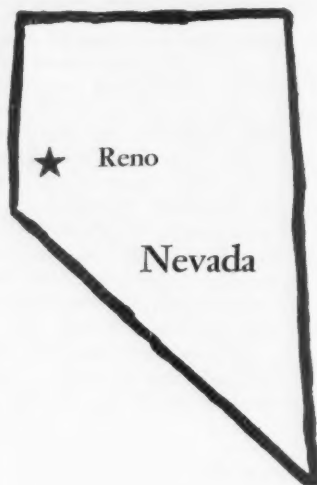
We are proud of the promotional and educational accomplishments for 1959 and are **ENTHUSIASTICALLY** planning on an even better 1960. We believe that we can help the sheep industry by our WORK and TALK and are happy to be able to carry on these projects and be a part of this worthwhile effort.

Thank you, ASPC, from all the ladies of the Women's Auxiliary.

—Mrs. O. T. (Faye) Evans, President Women's Auxiliary, NWGA

THE credit for the origination of the Make It Yourself With Wool contest in Nevada goes to Mrs. Daniel Clark, East Ely. It was through her efforts and her four district directors (Mrs. John E. Humphrey, Reno; Mrs. Van Welch, Elko; Mrs. March Landa, Reno; Miss Hazel Zimmerman, Las Vegas) that Nevada participated in the contest five years before the Women's Auxiliary of the Nevada Wool Growers Association was organized in 1953.

Other state contest directors have been Mrs. John E. Humphrey, Reno; Mrs. Steven Landa, Reno; and Mrs. Aleck Tourreuil, Elko, present director. There were four districts in Nevada



until 1957 when the state was divided into nine districts. District contests are held in the fall at fashion show teas, luncheons and schools. Each district sends a junior and senior winner to the state contest, which is held in conjunction with the annual convention of the Nevada Wool Growers Association.

Since 1953 the Auxiliary of the Nevada Wool Growers Association has sponsored the sewing contest, with the exception of 1956 and 1957 when the Nevada Federation of Business and Professional Women's Clubs sponsored the contest in conjunction with the Wool Growers Auxiliary. Although it is not now under BPW sponsorship many of the clubs work with the district directors.

The state contest lasts two days and is held alternately between Reno, Ely and Elko. Reno was the 1959 convention city with the Reno Auxiliary hostessing the contest.

A professional model and commentator instructed the girls for the luncheon show which was held in the Mapes Hotel. One junior and one senior contestant and the state contest director appeared on television.

At the convention time is allowed for the state director to meet with the district directors. At this time information on the next contest is given, ideas are exchanged and there is a question and answer period. This year the state director presented each of her directors with a Contest Directors Handbook.

MRS. Aleck (Marguerite) Tourreuil, Elko, has been state contest director of the Make It Yourself With Wool contest since 1957. She is a member of the Nevada Wool Growers Auxiliary and is active in her local auxiliary at



Elko. Mrs. Tourreuil is employed as director of the Elko County Welfare Department.

The Nevada Wool Growers Auxiliary was organized on a state level November 19, 1953 during the state convention of the Nevada Wool Growers Association at Elko. Mrs. Jess Goicoechea was elected president at that time.

Mrs. Stanley Ellison was installed as president in 1955 and served three years. In 1959 Mrs. Loyd Sorensen was elected and is serving her second year.

The Nevada auxiliary sponsors a contest luncheon for contestants, auxiliary members and directors, during the state convention. Decorations for the 1959 luncheon included large white, home-made, wooly lambs. Pen Point cleaners made from colorful shades of wool felt were handed out as favors. Lamb promotion mats were used on the tables and pamphlets on wool distributed.

MRS. Loyd (Alta) Sorensen, Elko, president of the Nevada Wool



Growers Auxiliary, has been a wool grower's wife since 1926. Alta married a sheepman and learned early in life to live by the motto, "sheep come first."

She has spent summers living in a sheep camp on the range, has moved camp, hauled water, helped trail, and cook for lamb crews on a small camp stove. Many times the sagebrush has been her clothesline. She has even slept on "pelican" beds under the stars. Mrs. Sorensen served two years as president of Eastern Nevada Auxiliary.

MRS. B. H. Robison, lamb promotion chairman, Ely, is a pioneer in



Nevada lamb promotion. Mrs. Robison was appointed in 1959 to serve as the first lamb promotion chairman in Nevada. She feels that there will be "more lamb

on more tables in Nevada during 1960." The mother of three children and eight grandchildren she is kept busy maintaining two homes, ranch and town. She also teaches a class in American literature for adults.

Words of Wisdom for Success

1. *Get a vision of what can be accomplished.*
2. *Have a strong determination to develop that vision.*
3. *Have faith in the work you set out to do.*

—Mrs. Delbert Chipman

Report on General Lamb Session

A lamb meeting was held Monday, January 25, at the Hotel Gunter during the National Wool Growers Convention. Mrs. Delbert Chipman presided.

Don Clyde, president of ASPC and Harold Josendal, NWGA president greeted the women at the meeting. Mr. Josendal especially thanked Mrs. Chipman for appearing in Washington, D. C., before the House Committee on Agriculture. He stated that Mrs. Chipman made an excellent impression on the committee, a committee who is hard to impress. Mr. Josendal went on to say Mrs. Chipman did as much for the lamb and wool industry in general.

Individual states were introduced and reports given. Following are summaries of some of the state reports. Additional reports will be given next month.

Arizona: The word "educate" rather than promote is used in reference to lamb in Arizona. To date the state has served lamb to 300 young people and have plans for serving 700 to 1,000 more. A demonstration of deviled lamb shoulder chops was shown to 300 women and the recipe published in the Arizona Republic. Mrs. Julia Skousen served as lamb promotion chairman.

California: Mrs. Gracian Ansolabehere, chairman, reported that the wool growers of California are most cooperative, often donating lambs for use in promotions. A lamb barbecue was held during the Miss Wool contest and a cook-out at June Lake in the high Sierras. The American Legion cooperated with a membership lamb promotion outing. Lamb recipes were printed in various newspapers during National Lamb Week. Lamb was served at the Kern County Fair. Lamb was also served at a father's and son's banquet.

Colorado: Mrs. Marshall Hughes, president, reported lamb promotion is a problem in Colorado. In the auxiliary areas lamb promotion is good while in non-auxiliary areas there is none. However, the Montrose and San Miguel auxiliaries have had cooking schools and lamb at the 4-H fair.

Idaho: Mrs. Myrri Heller, chairman, has promoted lamb through 4-H groups and hot-lunch programs. At a 4-H dinner 175 were served lamb; 4-H award dinner, 250 people; 4-H leaders and junior leaders recognition dinner, 127

Lamb and wool is on the move with the Auxiliary



people. In school lunch programs over 2,000 were served ground lamb.

Iowa: 4-H and church groups were served lamb and liked it, reported Mrs. Kenneth Graham, chairman. Lamb was also served at 4-H camp, 4-H leaders camp and also to 4-H club members and mothers. Lamb was served at the Methodist Youth Fellowship with 125 present. In addition a lamb cookery demonstration was on television in eastern Iowa.

Missouri: "This year we used many ways to educate the public toward eating lamb," reports Mrs. Lowell Hargis, chairman. Lamb was served for a large gathering of farmers at a Threshers' Day dinner. Lamb was also served at the lunch room of the administration building and at the Governor's Day

luncheon during the Missouri State Fair. Lamburgers were also served at the county fair. Several carry-in dinners at which lamb was furnished were given for young couples and extension clubs. The project was a lamb demonstration for the home economics department at the University of Missouri.

Following the lamb reports by individual states, Mrs. Chipman discussed her "Lamb Handbook." Mrs. Evadna Hammersley explained the lamb kits which have samples of all materials available for use by each state. In addition each state was given a kit prepared by the National Live Stock and Meat Board. This included a booklet, "Ways for Ladies Auxiliaries to Promote Lamb," and a cook book furnished by Swift and Company.



This photo was taken at lamb promotion session at the San Antonio Convention. (Back row, left to right) Mrs. Marshall Hughes, Colorado; Mrs. Herb Corn, New Mexico; Mrs. Cletus Hanlon, Nebraska; Mrs. Evadna Hammersley, Consumer Service, ASPC; Mrs. Geo. Woodworth, Oregon; Mrs. B. H. Robison, Nevada; Mrs. Allan Adams, Utah; Mrs. S. M. Ercanbrack, Utah; Mrs. Roy Laird, Idaho; Mrs. R. I. Port, Wyoming; Mrs. F. J. Ellis, Jr., Wyoming; Mrs. Mildred Harrington, Minnesota; Mrs. O. T. Evans, Wyoming. (Front row, left to right) Mrs. Don Skousen, Arizona; Mrs. Stan Smith, Wyoming; Mrs. Lowell Hargis, Montana; Mrs. C. H. Walker, North Dakota; Mrs. James Baggett, Texas; Mrs. A. J. Egeley, Washington; Mrs. Leslie Heinbaugh, South Dakota; Mrs. W. B. Hughes, Wisconsin; Miss Dorothy Smith, Iowa; Mrs. Delbert Chipman Utah.



ENTER YOUR BEST FLEECES in the 8th NATIONAL WOOL SHOW

The eighth annual National Wool Show will be held in the Coliseum, Ogden, Utah, August 16, 17 and 18, as an added feature of the National Ram Sale. Entries in the show are open to all commercial and purebred sheep raisers as well as agricultural colleges. Judging will take place on August 17th and awards will be presented at the Ram Sale that day.

Manager of the show is Russell R. Keetch, Sheep and Wool Specialist, Utah State University, Logan, Utah. Show judges will be announced later. Following are rules and general information for the show:

RULES AND REGULATIONS

This is a show to encourage the production of better wool, to promote better handling and preparation for market, and to educate the growers to the system of grading.

The following shall apply to fleeces in the show: (a) Each fleece must have been shorn in 1960; (b) Each fleece shall represent not more than 12 months' growth, except in the case of yearling fleeces, when 16 months' growth will be allowed; (c) In case of controversy concerning the number of months' growth of any fleece, the acknowledged rate of monthly growth of wool from different breeds and types of sheep shall be used as a guide by the judges; (d) No wether fleeces shall be included.

If judges determine that any fleece is in the wrong class, they have authority to place the fleece in its proper class.

NUMBER OF ENTRIES

Two to each class and no fleece can compete in more than one class, except for champion or special prizes.

PREPARATION OF FLEECES

Fleeces should be properly tied with paper fleece twine and wrapped with paper or cloth to prevent their becoming soiled. A paper carton is excellent for shipping.

The wool will be judged on the following points:

1. Quality of fineness (in the breed classification only; that is the fineness must be typical of the breed represented).
2. Uniformity of fineness and staple length among the various parts of the fleece.
3. Length and strength of staple.
4. Estimated clean weight.
5. Condition.
6. Character, including crimp, color, softness, and general attractiveness.

HOW TO SHIP FLEECES TO THE SHOW

Fleeces may be shipped express prepaid, addressed to Livestock Show Coliseum, Ogden, Utah, or they may be brought in by the exhibitor. In either case, fleeces must arrive at the Coliseum not later than 2 p.m., Monday, August 15, 1960.

Arrangements should be made by exhibitors to pick up their fleeces at the close of the show the afternoon of August 18. All fleeces left on the grounds after the show will be returned to the exhibitor express collect unless the exhibitor gives the management permission to sell the fleece and remit.

Clip Out This Entry Blank

EIGHTH ANNUAL NATIONAL WOOL SHOW ENTRY
To be held at Livestock Show Coliseum, Ogden Stock Yards,
August 16, 17, and 18, 1960

I desire to enter.....fleeces of wool shorn in 1960
in the eighth annual National Wool Show. Please send me shipping
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Name.....

Address.....

Mail this blank to: National Wool Growers Association, 414 Crandall
Building, Salt Lake City 1, Utah.

CLASSES IN 1960 WOOL SHOW

Division I. Purebred Classes

(R. denotes ram fleece; E. denotes ewe fleece)

Class No.

- | | |
|------------------|----|
| 1. Rambouillet | R. |
| 2. Rambouillet | E. |
| 3. Corriedale | R. |
| 4. Corriedale | E. |
| 5. Columbia | R. |
| 6. Columbia | E. |
| 7. Panama | R. |
| 8. Panama | E. |
| 9. Targhee | R. |
| 10. Targhee | E. |
| 11. Other Breeds | R. |
| 12. Other Breeds | E. |

In each of these classes, First prize \$5.00; Second prize \$2.50; Third and Fourth, ribbon awards.

Division II. Market Classes (Range)

(Ewe fleeces only)

- | | |
|-------------------------|---|
| 13. 64's to 80's (Fine) | } |
| 14. 60's (Half-blood) | |
| 15. 56-58's (¾ blood) | |
| 16. 48-50's (¼ blood) | |

In each of these classes, First prize \$5.00; Second prize \$3.00; Third and Fourth, ribbon awards.

Division III. Market Classes (Farm)

(Ewe fleeces only)

- | | |
|-------------------------|---|
| 17. 64's to 80's (Fine) | } |
| 18. 60's (Half-blood) | |
| 19. 56-58's (¾ blood) | |
| 20. 48-50's (¼ blood) | |

In each of these classes, First prize \$5.00; Second prize \$3.00; Third and Fourth, ribbon awards.

TROPHY AWARDS

In addition to cash and ribbon awards named above, the following six trophies will be given: Grand Champion and Reserve Champion fleeces of the show; Best Rambouillet, Columbia, Panama, and Targhee fleeces.

GENERAL INFORMATION

- I. Show fleeces are usually selected from the shearing floor. Usually you can make a better comparison when several shorn fleeces are saved. Then you can weigh and test all possible entries toward your final selection. Perhaps your County Agricultural Agent will give you assistance in selection of entries.
- II. Factors to consider in selection:
 1. Length of staple: These are the classifications: fine-2½ inches; ¾ blood-3 inches; and ¾ blood-3½ inches. Additional length is desirable.
 2. Fleece weight: 11 pounds for ewe lambs, 12 pounds for mature ewes and 16 pounds for rams.
 3. Select clean fleeces.
 4. Consider fiber strength—(indicated by hand-testing).
 5. Freedom from defects, such as excessive hairiness, kemp, burrs, etc.
 6. Desirable processing qualities, uniformity in length and fineness, boldness and evenness of crimp, color, softness, freedom from second cuts, and general attractiveness.
- III. Care must be taken to roll the fleece into a neat bundle with the flesh side out. The show fleeces should be loosely rolled in a careful manner, using two strings if necessary to make an attractive unit.
- IV. Box or wrap show fleece carefully and be sure to label, indicating sex and age, months of fleece growth, name and address of grower. Fleeces from purebred animals should be labeled as to breed. Other fleeces, labeled Market Class (Range) or Market Class (Farm).

Around the Range Country



Around the Range Country gives our readers a chance to express their opinions about anything pertaining to the industry or about life in general. In offering this space for free expression of thought, The National Wool Grower assumes no responsibility for any statement made. The statement about the condition of pastures is taken from the U. S. Weather Bureau report for the week ending March 21, 1960.

PASTURES

CONDITIONS for livestock and development of spring grasses were seasonally favorable in the western half of the nation. This was in sharp contrast with the eastern half, where temperatures persisted at a level much below average for the sixth consecutive week in some areas.

Individual and local shortages of roughages increased in the eastern half of the country as the heavy drain on stored feeds continued. Livestockmen in the region are impatiently waiting for a warming trend to dry off fields and promote rapid growth of grasses.

Snow and cold continued to add to the difficulty of caring for newborn livestock, particularly in Kansas, Nebraska, Iowa and Missouri. Other livestock generally held their own during the week. Sheep and goat shearing is well under way in the southern Great Plains.

ARIZONA

Black Canyon, Yavapai County
February 14, 1960

Our operation is a very small one. In past years we have had up to 500 head of sheep. We had to cut down on our herd because of the construction of highways and fences, which did not leave us much room to graze our sheep.

We do not save any of our young lambs. We sell them to the Tempe packing house for 20 to 23 cents.

We pen-feed our sheep all the time. I get screenings from the mill once a week for the sheep. We also have 40 acres of grass on which our sheep graze. This grass is the best we have had in years.

—J. A. Gabriel

CALIFORNIA

Bakersfield, Kern County
March 17, 1960

Shearing is about completed in this area of California and most of the wool

shorn has been sold at 37½ to 44 cents per pound.

Shearers have been paid 35 cents per head with board and 40 cents without board. This is the same as last year. The contract rate is 48 to 54 cents and this includes shearing, tying fleeces and sacking.

Weather and feed conditions since March 1 have been very poor—much worse than we have had for the past two or three years. The feed on the spring range is fair in some areas and poor in others. Our sheep have wintered fairly well.

We have finished our lambing and averaged about the same number of lambs saved as last year. We were short-handed at lambing time as far as labor was concerned. The weather was good, however.

There has been some contracting of 1960 lambs at 23 to 23½ cents for fatts.

Baled alfalfa hay is now commanding \$32 per ton which is higher than last year.

—Henry Evans, Jr.

COLORADO

Walden, Jackson County
March 10, 1960

We have had good weather since the first of March and the feed on the spring range is good. Our sheep wintered very well.

We use native-raised hay which is selling for \$16 per ton loose and \$22 baled. These are about the same prices paid last year for hay.

Our shearing will start in May. Last year we paid our shearers 36 cents per head. This was without board.

—Victor L. Riley

IDAHO

Georgetown, Bear Lake County
March 9, 1960

We will not begin to shear until the last of May. We paid our shearers 46 cents per head last year without board. The contract rate included shearing, tying and bagging.

The spring range is still covered with two feet of snow. Our sheep wintered well this year.

Baled alfalfa hay is currently selling at \$25 to \$30 per ton in this area. This is 50 per cent higher than was paid last year.

—Frank R. Bartschi & Sons

Aberdeen, Bingham County
March 15, 1960

Our weather has been wet, but fair since the first of March. Our sheep are run on irrigated pastures. They have wintered very well.

Baled alfalfa hay is currently selling at \$25 per ton around our area. This price is just about double the price paid for hay last year. The number of lambs saved per hundred ewes this year averaged about the same as last year. The weather during lambing was cold but dry. We begin shearing about April 1.

—Bartel Brothers

MONTANA

Mellville, Sweet Grass County
March 11, 1960

We have had some recent wool transactions in our area at 49 cents per pound in the grease. I have not heard what shearers are being paid per head this year. Last year they were paid 35 cents per head. We shear our sheep from February to July.

We have had good weather since the first of March and the feed on our range is in good condition. The old grass on our spring range is only in fair condition now.

Currently, baled alfalfa hay is selling at \$22 per ton, which is higher than it was last year.

—Kenneth Fjare

Ryegate, Golden Valley
March 11, 1960

There have been recent sales in our area of fine-wooled and whitefaced crossbred yearling, coming two-year-old, ewes at \$25.75.

Some of the ranchers in this area

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have started shearing. I will start shearing between March 18 and April 1. Shearers are being paid 40 cents per head without board.

A while back the Harlowton Wool Pool sold for 49 cents per pound.

The feed on the spring range is very good. I have a lot of grass. The weather has been better this year than in recent years.

Loose alfalfa hay is currently selling here at \$18; baled at \$25 per ton.

A few of the sheepmen in this area have started their lambing. The number of lambs saved per hundred ewes seems to be better than last year. I will begin lambing about April 10.

—Ronald W. Fiske

OREGON

Telocaset, Union County

March 12, 1960

The weather and feed on our range are in very poor condition. It is worse than what we have had in the last two or three years. As yet, we have no growth on our spring range. Our sheep wintered very well this past winter.

Loose alfalfa hay is presently selling at \$18 per ton. Baled hay is moving at \$22. These prices are about the same as a year ago.

We have started our lambing, and I believe the number of lambs saved per hundred ewes is a little better than it has been in the past. We had very poor weather during lambing. We were able to secure sufficient help for our lambing. It seems the help has been plentiful in the last two or three years.

Our shearing will begin in May.

Shearers are being paid 42 cents per head with board. This is the same rate as was paid last year. The contract rate for shearers is 42 cents and this includes just the shearing.

I feel that if something is not done at once about lamb and wool imports into this country, the sheep industry is going to be just a dead business. We just cannot compete with foreign imports.

—R. C. Black

Evansville, Natrona County

March 12, 1960

We will not start our shearing until April and will continue shearing until the early part of June. Shearers were paid 45 cents per head last year. This included shearing, packaging and assistance in wrangling.

Baled alfalfa hay is currently selling at \$30 to \$35 per ton. Loose hay is moving at \$20. These prices are somewhat higher than they were last year.

The weather and feed on our range since March 1 has been only fair. Conditions are much worse than they have been in previous years. Our spring range is only in fair condition. Our sheep seemed to winter well.

—Waldon E. Strand

SOUTH DAKOTA

Newell, Butte County

March 14, 1960

It has been cold here for the past month with five inches of snow on the level range. Grass on the range in most areas is very short; however, sheep are in good condition. We have had very few disease problems. We expect a good start on our grass this spring due to some fall rains we had. This compares with very dry conditions a year ago.

Alfalfa hay is currently selling at \$28 per ton baled and \$20 to \$25 loose and not too abundant.

Here on the irrigation project, lambing is in full swing for the most part with fair to good percentage of lambs saved. Most of the ranchers operating off the project will lamb in May. We will lamb in April.

No new-crop lambs have been contracted so far in this area. The ever increasing imports of lamb and mutton both live and frozen will be a serious threat to our lamb market. We are all going to have to stand up and demand, in no uncertain terms, a sufficient tariff and quotas to protect our domestic production.

Recent sales of yearling ewes have been reported at \$26 in the wool and carrying a lamb. Many operating on the project have shorn before they be-

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gan lambing. We will shear our flock after lambing sometime the first part of May. Hafner Wool Company at Newell, South Dakota, reports several carloads of wool sold at \$1.08 clean for fine and \$1.04 clean for coarser grades.

—Dick Schnell

UTAH

Panguitch, Garfield County
March 20, 1960

Weather and feed conditions on our range have been quite good since March 1 and are better than they have been the last two or three years. The

feed on our spring range is coming along in good shape.

Baled alfalfa hay is selling at \$28 per ton here and this price is higher than it was last year.

We do our shearing from April 1 to May 15. Lambing has not yet started here.

Our sheep wintered fairly well. A number of our bucks have had TB and this has given us some trouble.

—D. Ray Tebbs

WYOMING

Sussex, Johnson County
March 11, 1960

We will start our lambing March 25 and have sufficient help hired.

Some of the farm flocks have been shorn and have sold at around 44 cents. We will start our shearing between March 20 and 25. Shearers are being

paid 47 cents per head without board. Last year they were paid 40 cents and 45 cents per head.

We have had fair weather since the first of March. There is some old grass left on our spring range. It is too early yet for new grass. Our sheep have wintered well.

Baled alfalfa hay is currently selling at \$33 per ton delivered. This is about \$13 a ton higher than it was last year.

—John Streeter & Sons

Lamb Market (Continued from page 31)

of woolled feeder lambs in the Fort Stockton area for 18¼ cents a pound for one load and 18½ cents for the other. Two loads of clipped lambs sold at Fort Stockton for 17¼ cents.

Mid-March: Around 10,000 head of feeder lambs with fall shorn pelts, averaging 90 to 95 pounds, sold in the San Angelo area at 17 to 18¼ cents. About 3,000 mixed fat and feeder lambs weighing 95 to 100 pounds were purchased in the Eden area at 17¾ to 18 cents per pound.

UTAH

Early March: At least two loads mostly good to choice 100- to 106-pound woolled slaughter lambs sold for \$21. A load of mostly good slaughter lambs brought \$20.25.

WASHINGTON

Early March: Thirteen loads of mostly good and choice fresh to fall shorn 100- to 110-pound lambs sold out of Washington feedlots for \$20.25 to \$21 delivered to Washington and California buyers. About 320 head mostly choice 103-pound shorn slaughter lambs turned at \$21.25.

Mid March: One load choice with some prime slaughter lambs with number 2 and 3 pelts brought \$21.50.

WYOMING

Early March: In northern Wyoming four loads of high good and choice 109- to 114-pound woolled slaughter lambs sold at \$19.50 while 365 head good and choice 105-pounders brought \$19.25. Around 288 head good and choice 105-pound shorn lambs with number one pelts moved at \$19.50.

Mid March: In northern Wyoming good and choice around 95- to 118-pound shearing lambs were bringing \$20 to \$21.35 with a 3 to 4 per cent shrink.

Difference in Wool Prices Puzzling

SPRING arrived late this year in our state, but lambs are doing well. Possibly the 1960 lambing season will be recorded as one of the best for a number of years. Reported ewe losses have been light and lamb scours mild.

Trying to get shearing done has been a different story. Normally western and southern Idaho by this time would have had two to three million pounds of wool off the sheeps' backs; however, the weather has delayed shearing. It has turned warmer the past ten days and machinery is now humming.

It appears that those who contracted their wool in January took the right action judging from a comparison of today's offers. I don't know why the difference but presently it seems 45 to 47 cents is the range as against 49 to 53 cents in January.

I was greatly pleased to have the privilege to review the program scheduled by the American Sheep Producers Council for 1960. The annual meeting of delegates at Denver provides our industry, through our elected representatives, the opportunity to aid in shaping a promotion program for wool and lambs. Don Clyde, ASPP president, is doing a commendable job.

No effort has been spared by our National Wool Growers Association in preparing for the hearing before the Tariff Commission, March 22. I hope our endeavors to obtain quotas on imports are successful.

—Wilbur F. Wilson, President
Idaho Wool Growers Association



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Lamb Crop (Continued from page 24)

inventory of ewes on January 1. Breeding ewes were kept in good condition by supplemental feeding. The lack of rainfall until late January delayed green pasture feed and early lambs have not grown out well. Colder than normal temperatures, particularly in the Sacramento valley and the north coastal areas have been unfavorable for development of early lambs. Rains during February have provided some new feed, but supplemental feeding is still required.

Arizona: The early lamb crop started under favorable conditions, although the season has been wetter than usual. Fall lambs have made good growth and marketings are expected to start by mid-March.

Northwestern States: The early lamb crop in the three important northwestern states is expected to be above last year. On January 1, ewes were 2 per cent above a year earlier and the per cent of ewes lambing early was above last year. The fall and early winter weather was favorable for lambing. Death losses have not been heavy.

Idaho: The early lamb crop is making good progress. Ewes went into the winter in good condition. The winter was cold, but otherwise excellent for lambing. Feed supplies are ample, although the winter feeding period has been longer than usual due to cold weather.

Washington: The winter was generally mild and open, and weather conditions for early lambing were mostly favorable. Precipitation east of the Cascades was below normal, contributing to a low death loss. Supplemental feeding was necessary, but hay and feed supplies were adequate. Lambing was earlier than usual.

Oregon: Heavy snow east of the Cascades hampered grazing conditions during February. In the Willamette Valley conditions were fair, with some

grazing available. Despite snow and rain, early lambs made good growth and death loss was below normal.

Southeastern States: The early lamb crop will be below last year in the three southeastern states. Ewe numbers on January 1 were below the previous year in Kentucky and Tennessee, but were up in Virginia. The lambing percentage was below a year earlier in all three states. The number of ewes lambing early is also below last year.

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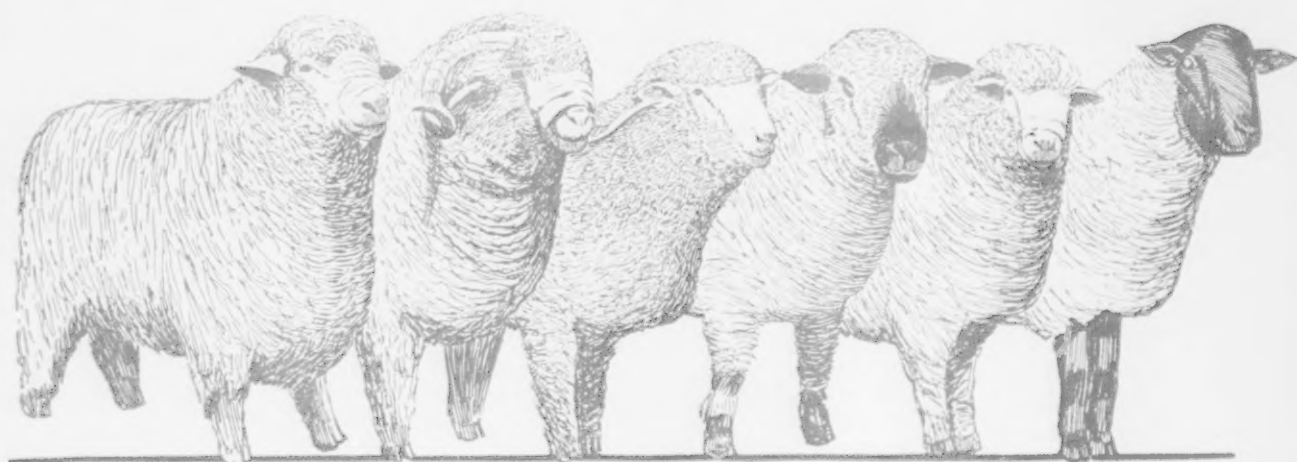
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